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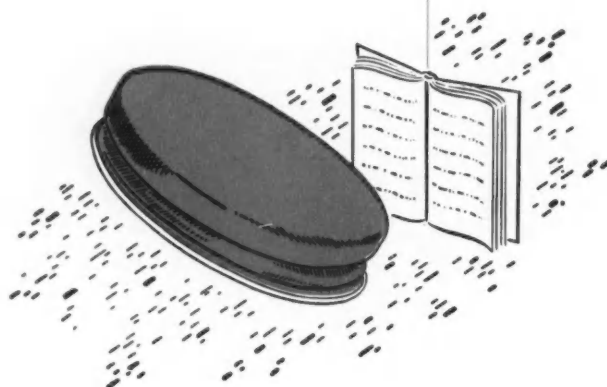
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THE STORY HANGS ON A THREAD . . . ; ; ; VERY SECURELY



This thread of ours is like no other. We don't even make it. You do that right in your plant.

The threads in all other C.T. caps are made at the cap factory. Like ready-made suits, they are supposed to fit when you put them on. What with variances between "min" and "max," the fit isn't always exact. Result: grief.

But when the threads in each cap are formed to fit those of the container it goes on, there you have perfection. That's the RO principle. RO Seals

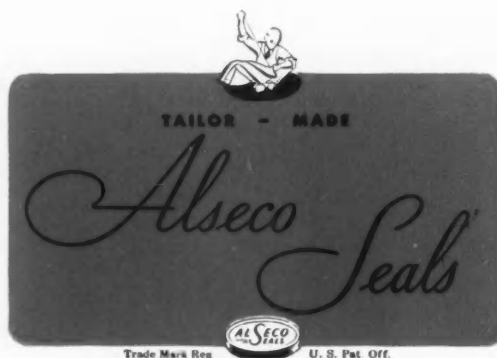
are supplied threadless. The machine that seats them, under pressure, on the container also Rolls On the threads, using the glass itself as the pattern for depth and contour. Every seal is tailor-made.

Does that reduce chance for evaporation and leakage? Definitely, RO users find.

Does it make it easier for consumers to open the package? Ever so much easier, women find.

Does it make RO Seals cost more? The answer is: less than some caps, a little more than others.

AT YOUR SERVICE: 26
YEARS OF EXPERIENCE
BUILDING QUALITY
SEALS AND SEALING
MACHINES TO FIT THE
NEEDS OF THE USER.



Trade Mark Reg

U. S. Pat. Off.

FOR SAMPLES AND
PRICES OF ALSECO
SEALS, WRITE ALUMI-
NUM SEAL COMPANY,
1355 THIRD AVE., NEW
KENSINGTON, PENNA.

CURRENT COMMENT

THE MILLS GRIND

This country is caught in the blockade mesh. Shipments are subject to scrutiny by the Allies. Neutrality laws block certain orders from the Allies, while lack of prompt plant expansion obstructs other orders.

The Japanese situation may become of significant importance.

Congressional actions are bound to reflect political strategy leading first to the conventions and then the campaigns. It's a presidential year.

Yet, the temper and tone of business efforts throughout the country show confidence even under new rules and strange conditions. Merchandise is moving, and industrial wheels are turning. Again, confidence is evident.

Out of it are emerging two things: first, determination to go forward; second, more concentration upon the products to be offered, coupled with more intelligent merchandising and more adequate sales and promotion effort.

In short, more thinking and re-awakened energy mark the opening of 1940.

DECEPTIVE PACKAGES

There did exist numerous items on the market which undoubtedly were deliberately packaged deceptively—under the urge of “smart” merchandising.

Possibly the glaring offensive percentage was small, but it was sufficient to bring upon the industry corrective regulations.

Prompt organization work among the manufacturing members of the industry brought recommendations for standards in the design of containers. Manufacturers of containers are earnestly cooperating.

There will be some difficult items

here and there—but it is important that the *entire industry* voluntarily adjust packages to conform reasonably to the spirit and the intent of the Act.

The administration applauds what has been done—but it has no intention of relaxing its scrutiny. Nor should it.

TRADE STATISTICS

Pertinent to this industry it is shown fairly well that 20 per cent of the total manufacturing units do 80 per cent of the volume.

Some people in this trade have expressed surprise. But it is an important fact, particularly to the suppliers of raw materials and essential oils, package containers and the like.

This tells where to concentrate for sales—where the 80 per cent of volume lies.

Incidentally, in publishing *The American Perfumer*, we are guided by that same fact and its obvious principle. That is why you find every line in *The American Perfumer* devoted only and expertly to this industry—cosmetics, perfumes, toilet preparations, soaps and flavors.

It is worthy of an individual job—and an individual publication.

MISSING BETS?

How many people in this interesting industry know that white oil is used in 54 distinct products?

We recently had occasion to look it up. So many people expressed surprise that it becomes worthy of mention.

And again that raises the question of how often we pass by the inherent facts for lack of detailed examination.

What products now sold in car-load lots and at car-load prices, could be sold in this industry in small

quantities at “dressed-up” prices?

Of course it would require a little vision, plus brains.

FLAVORS

Did you see it?

The special section devoted to flavors in the January issue was responsible for several telephone calls the day *The American Perfumer* was out in the trade.

It is our purpose to render this additional service to our readers and to the industry each month as a regular editorial feature. Flavors comprise an important industry growing in technical achievement and volume of production each year.

The use of flavors is developing. Always an item in every kitchen in the land, flavors are increasing in importance, particularly in product production—food, beverages, gums and candies and dentifrices.

ANOTHER EXPERT IN THE FAMILY

The tax laws of the past 10 years or 20 years brought into the top executive picture the professional auditors and accountants without whom we did not dare to move.

Now, in distribution and advertising we have the government departments administering the several trade practice acts with their various agencies and bureaus, the most recent in this industry being the Food, Drug & Cosmetic Act.

Not only Federal commissions and agencies, but the legislation of the various states as well contribute to the sum of what to do and what not to do and how to do it.

So we are driven to employ legal advice—specialists in this comparatively new area of legislation controls, to interpret distribution law and advertising law. H.J.W.



EXALTOLIDE

by—
Chuit, Naef & Cie

VIBRANT as sunshine and pulsating as the infusion of flowering blossoms with the Spring breeze—such is the effect of EXALTOLIDE on your perfume. EXALTOLIDE is the most highly developed, purest and strongest fixative body of a Musk-Ambergris character yet produced.

Perfume extracts, powders of any type, and creams daily are being improved and rounded by its aid, *without change of odor character*. A test will startle you! The value of Exaltolide is priceless—its use economical!

Your Descriptive Booklet Awaits



Photograph of Exaltolide crystals indicating the unique physical appearance of the Chuit, Naef Product.

FIRMENICH & CO., INC.
135 FIFTH AVENUE, NEW YORK, N. Y.
CHICAGO OFFICE: 844 NORTH RUSH STREET



HAIR CREAMS AND CREAM SHAMPOOS

Their purpose and how they are made as noted from the British view . . . Oils most desirable in manufacturing process . . . Soap shampoos on wane

by H. STANLEY REDGROVE, B.Sc., F. I. C.

A NOVEL type of toilet product which has begun to attract considerable attention is the hair conditioning cream. It is thought that a brief account of British practice in regard to the production of creams of this type may be of service to readers of *The American Perfumer*.

OVERCOME ABNORMAL DRYNESS

No special virtues are claimed for hair conditioning cream other than what is implied by the name. Hair conditioning creams are claimed to keep the hair in good condition, more especially to overcome abnormal "dryness" (lipoid-deficiency) and all the evils which follow in its train.

The use of a hair conditioning cream is an alternative to the oil shampoo, performed with the aid of olive, almond, or other suitable bland, fixed vege-

table oil, in accordance with the technique fully described in my collaborated work *Hair-Dyes and Hair-Dyeing: Chemistry and Technique*. It is an agreeable alternative. The oil shampoo has to be followed by an ordinary (preferably soapless) shampoo to remove excess, unabsorbed oil. The hair conditioning cream is of such a nature that excess can be rinsed off with warm water.

These desirable qualities are obtained by forming an oil-in-water emulsion of suitable lipoid material by means of an excess of an emulsifying agent.

The lipoid material favored for use in Great Britain is a mixture of cetyl and stearyl alcohols, plus such additions as bland vegetable and/or animal fixed oils, while the emulsifying agents giving most satisfactory results are sulphated or phosphated derivatives of the above mentioned fatty alcohols or of lauryl alcohol.

A common practice is to use a proprietary mixture of cetyl and stearyl alcohols containing 10 per cent of either sulphated or phosphated derivatives.

SOFT CREAMS FAVORED

According to the manufacturers of this proprietary product, 15 per cent of the mixture is advocated for use. This yields a rather stiff cream. Very soft creams appear to be favored and analysis of a well-known and highly esteemed hair conditioning

cream indicated the presence of 10 per cent of the mixture in question.

So far as oils are concerned, refined sperm oil and avocado oil have been recommended as specially suitable for incorporation in the proportions of about 5 per cent in all. Avocado oil suffers under the disadvantage that it discolors the cream and in actual use these additions appear often to be omitted.

CREAMS GIVEN ACID REACTION

The creams are usually given an acid reaction, so that their use does not disturb the pH of the scalp. For this purpose, adipic acid answers well if used in the proportion of about 1 per cent.

Other recommended additions are cholesterol and lecithin. These are both normal constituents of the cells of the skin, and cholesterol is supposed to have a beneficial action on hair growth. Recommended proportions in which to use these materials are in the vicinity of 0.5 per cent of each. The place of cholesterol, in actual practice, appears often to be taken by lanolin, while the proportion of lecithin, which material has a stabilizing action on emulsions, may rise to 1 per cent.

The sulphated (and phosphated) derivatives of cetyl and stearyl alcohols are extremely powerful emulsifying agents for the production of oil-in-water emulsions. The proportion present in hair conditioning creams made along the lines suggested, namely 1 to 1.5 per cent, are many times the actual proportions needed to form the cream. Hence, when a head of hair coated with a hair conditioning cream of the type in question is washed with warm water, not only is any excess cream readily removed but a cleansing action is effected. Lathering takes place, though the lather is not showy.

CONVERSION TO CREAM SHAMPOO

The product, however, can easily be modified and converted into a very serviceable cream shampoo by increasing the proportion of sulphated fatty alcohol present. For this purpose, sodium lauryl sulphate is most suitable, and an addition of about 25 per cent of the 60 per cent article is recommended as the most successful.

In this way an acid soapless shampoo can be obtained, which oils the hair as it cleanses.

USE OF METHYL CELLULOSE

An alternative method for obtaining a cream, or rather cream-like product, containing sodium lauryl sulphate, is to make use of methyl-cellulose. But, so far as experiments conducted in my laboratory indicate, methyl-cellulose appears to have an adverse action on the foaming properties of sodium lauryl sulphate, so that the use of so much as 40 per cent of the 60 per cent article becomes necessary in order to obtain a satisfactory product.

Of course, cream shampoos can be made with soap, but the general trend of British practice is away from soap shampoos in favor of those of a non-alkaline nature compatible with mild acids.

On the whole, cream shampoos do not appear to

have caught on in Great Britain. The handy character of the pack, however, may win the cream shampoo favor in war-time. So far as America is concerned this factor should count for much as, so far as my own limited experience is concerned, Americans value handy packs very highly.

Mistakes in Life

JUDGE McCORMICK, of San Francisco, says these are the thirteen mistakes of life:

1. To attempt to set up your own standards of right and wrong.
2. To try to measure the enjoyment of others by your own.
3. To expect uniformity of opinions in this world.
4. To fail to make allowances for inexperience.
5. To endeavour to mold all dispositions alike.
6. Not to yield to unimportant trifles.
7. To look for perfection in our own actions.
8. To worry ourselves and others about what cannot be remedied.
9. Not to help everybody wherever, however and whenever we can.
10. To consider anything impossible that we cannot ourselves perform.
11. To believe only what our finite minds can grasp.
12. Not to make allowances for the weaknesses of others.
13. To estimate by some outside quality when it is that within which makes the man.

Sweat Acids as Disinfectants

FUNGOID infections of the skin, common in hot climates, are due, not to sweat, but to the dilution of the sweat. The sweat itself, owing to its organic acid content, has a definitely fungicidal effect. These conclusions are reached by Samuel Peck as the result of work reported on in America (*Arch. Derm. Syph.*, 1939, **39**, p. 126). The *British Medical Journal*, commenting on these conclusions, points out that this protective action runs contrary to the accepted notion that hyperhidrosis conduces to fungoid infection of the skin.

Dr. Peck shows that the areas of the body where there is the greatest concentration of sweat—palms of the hands and soles—seem to be seldom infected, whereas there is little secretion in the clefts of the toes and on the arch of the foot.

Following up his argument that the fungicidal properties lie in the acids of the sweat, Dr. Peck has treated fungoid diseases with preparations consisting of mixtures of lactic acid, propionic acid, butyric acid and ascorbic acid. The preparations took the following forms: 10 per cent sodium propionate in 50 per cent alcohol; a powder containing 15 per cent sodium propionate in Venetian talc; and ointment containing 15 per cent of sodium propionate in lanolin and petroleum jelly; and a solution containing all five acids in the strength of about 0.3 per cent dissolved in 50 per cent alcohol.—*Manufacturing Chemist*.

*Moderate space for powder puff is permitted, says Dr. Dunbar, in interview with counsel for Toilet Goods Assn. . . . Also cites example of misleading container . . . by Hugo S. Mock**



WHAT IS A DECEPTIVE FACE POWDER BOX?

THE industry will recall Section 602 of the Federal Food, Drug and Cosmetic Act reading:

"A cosmetic shall be deemed to be misbranded if its container is so made, formed, or filled as to be misleading . . ."

Many of the face powder boxes used in the trade, especially in the 10-cent size, have been the object of criticism as being a violation of this section. There can be no question that this criticism when applied to containers on which unduly indented bottoms have been used is justified.

Furthermore, the appearance of the box should be representative of its contents and the lids of such boxes should not be of excessive height above the drum containing the face powder.

It has been the custom of the industry to leave sufficient space in face powder boxes for the retention of a powder puff, but naturally such space should not be excessive and disproportionate to the powder in the box.

THE ADMINISTRATION VIEWPOINT

In an interview with Dr. Dunbar of the Food and Drug Administration concerning this question, Dr. Dunbar said:

"There has been no court decision interpretative of the deceptive container provision of the Act.

"In the legal actions which have been instituted under the deceptive container provision up to this time it has dealt with extreme cases in which it believes there would be no difference of opinion as to the inherently deceptive character of the container.

"The Administration has felt confident that the industry itself as a result of these initial actions would proceed earnestly and sincerely to redesign packages in such a way as to eliminate deceptiveness. This expectation has been largely realized in many lines of containers. It is notable that some forms of containers which some months ago seemed to present what appeared to be insurmountable obstacles have now been redesigned in a way that the anticipated difficulties have not materialized. This very fact demonstrated how unwise it would be for the Administration to approve any particular design at this stage, even if it had authority to do so.

"Dealing now with the particular problem of face powder containers and applying the above gener-

alizations, it may be said that when the Act first became effective, there were prevalent a number of deceptive types of packages, some of which were made the subject of seizure, and as a result of these actions some material improvements in package design have occurred.

EXAMPLE OF DECEPTIVE CONTAINERS

"To illustrate, one of the first face powder seizures effected on the charge of being a deceptive container was directed against a rounded flat face powder package with a deeply indented bottom, an extremely high lid between which were enclosed a film of powder, a fraction of an inch deep, the depth of powder representing only a very small fraction of the entire depth of the container.

"The effect of that action has been to produce a redesigned package, which has eliminated the indented bottom so that the powder actually fills the entire drum of the container. A reduction in the excessive height of the lid has also occurred. Whether the lid has been reduced sufficiently, may still be open to debate.

"Industry representatives contend that the user of the small face powder container usually wishes to insert a powder puff and that sufficient space should properly be left in the lid to accommodate such puff. There may be some ground for this contention. The Food and Drug Administration is not disposed at the present time to insist that such space must be absolutely eliminated; certainly, however, it would expect that a rule of reason should be applied and that if space is left for the accommodation of the powder puff, it should be moderate and sufficient only to accommodate a thin puff. In other words, any tolerance that might for the time being be admitted as permissible should not be considered a justification for a conclusion that unreasonably large space in the lid is permissible."

NO EXACT FORMULA POSSIBLE

It is clear that there is no possibility of arriving at an exact formula in the case of face powder boxes as to the proportion of the drum containing the face powder to the lid, such as has been arrived at in the case of cartons containing collapsible tubes, but the "rule of reason" mentioned by Dr. Dunbar should be carefully observed and in all cases in favor of the consumer.

* Bulletin 194



ORGANIC ANALYSIS AND SYNTHESIS

Types and methods of analysis and synthesis — practical application . . . Intense study of bio-chemical processes needed to advance synthetic chemistry

by F. D. DODGE, Ph.D.
Chief Chemist, Dodge & Olcott Co.

IN an instructive review of chemical progress, *Man in a Chemical World*, A. Cressy Morrison has noted that "the period of analysis characterized science, particularly chemistry, during the nineteenth century" and this was "an essential precursor of the present period of synthesis which has been so fruitful of good to mankind."

It may be of interest to consider what is implied by the terms "analysis" and "synthesis" in organic chemistry.

The elementary analysis of organic compounds originated with Lavoisier, the founder of quantitative chemistry, who lost his life in the revolution of 1794.

The knowledge of the number and kinds of component elements in a compound is, of course, fundamental and indispensable, but the information so obtained is limited.

Many compounds have the same composition but differ in properties and to explain this, the theories of isomerism, molecular structure, and stereochemistry have been developed.

STRUCTURAL ANALYSIS

Another type of analysis has become necessary, the structural analysis. The connections and functions of the component atoms must be determined; a complete "blue print" of the molecule is necessary before steps toward a synthesis can be taken.

The elementary analysis may require a few hours but years may be required for the structural analysis.

For example, the composition of camphor was determined by Dumas in 1838; the final structural formula by Bredt in 1893, after an enormous amount of work by a host of chemists. The composition of morphine was found by Laurent in 1848; its structure finally ascertained about 1923.

METHODS OF STRUCTURAL ANALYSIS

The methods of structural analysis are of great variety but a few of the more general ones may be noted.

1. Functional relations are to be determined. The

compound may be an acid, a base, an alcohol, aldehyde, ketone, ester, etc. In other words, the connections of the oxygen atoms must be ascertained; whether combined as carboxyl, hydroxyl, ketonic or ether groups; if nitrogen is present, whether as primary, secondary or tertiary base, or as ring component.

2. It often happens that the compound may be more or less easily transformed into another whose structure is known, whence inferences may be drawn as to the arrangement of the atoms in the first.

For example, the easy conversion of the terpenes into cymene, a hydrocarbon whose structure is known, establishes with considerable certainty the structure of the carbon chain. The formation of various naphthalene derivatives from certain sesquiterpenes, or of phenanthrene derivatives from morphine, is of great help in deciphering the ring-structure of these compounds.

3. We endeavor, by various chemical reactions, to break up the compound into smaller fragments, which can be identified, and for whose formation plausible hypotheses can be set up; these, in turn, to be confirmed by further experiment.

For example, camphor was known to have a skeleton of 10 carbon atoms, probably arranged in two rings. By oxidation, acids containing C_9 , C_7 , and C_4 were isolated. These acids were identified; their structure was known, and it was found that the formula proposed by Bredt was the only one that satisfactorily explained their formation.

THE CASE OF ROTENONE

Consider the case of rotenone, an important insecticide, found in certain tropical woods. Its formula is $C_{23}H_{22}O_6$. Of the six O atoms, one is present as ketone group, two as methoxyl groups and three as ether or oxidic groups, components of oxygen rings.

By suitable reactions, two principal fragments have been isolated: tubaic and derric acids, each containing C_{12} . Further dissection of tubaic acid yielded resorcinol (C_6), valerianic acid (C_5) and isobutyric acid (C_4). Derric acid, in turn, could be

broken down further to asaronic acid (C_{10}). All of these secondary products being well known, a very plausible "blue print" of rotenone could be made much as one puts together a picture puzzle from fragments that fit.

By similar methods, the structural analysis of many very complicated compounds have been worked out; probably the most noteworthy examples are those of chlorophyll and haemin, those remarkable natural catalysts on whose activity all vegetable and animal life depend.

SYNTHESIS OF A COMPOUND

Having arrived at a "working drawing" of a compound we may proceed to consider its synthesis: its construction from simpler substances. In some cases, this may be comparatively easy; in others, it may be attended with unsurmountable difficulties.

But without a complete knowledge of the molecular structure, attempts at syntheses are almost hopeless. We find a classical example in Perkin's attempt in 1856 to synthesize quinine, by the oxidation of allyl-toluidine.

QUININE STRUCTURE DIFFICULT

At this period, conceptions of molecular structure hardly existed. The elementary composition of quinine had been known since 1820 but not until about 1930 could the intricate problems involved in its structural analysis be regarded as solved.

We know now that Perkin's process could not have produced quinine. But his work was not entirely wasted. Instead of the expected alkaloid, he obtained a purple dye-stuff, "mauveine" which for a time was of some commercial interest and is often regarded as the first "aniline" dye-stuff.

The term "synthetic" has, in organic chemistry, a special and restricted meaning which is often

disregarded, even in numerous technical articles.

By synthesis is meant a process in which, in the product, an increase in the number of connected carbon atoms has taken place.

Thus, the manufacture of oxalic acid from formic acid is a synthesis: two carbon atoms have become connected by the union of 2 single atoms. So also the formation of a sugar from formaldehyde; 6 carbons are now united in a chain.

But the formation of oxalic acid by the oxidation of sugar, or of alcohol by fermentation, or of phthalic acid from naphthalene are not synthetic processes, as the products result from the decomposition of more complicated compounds.

PINENE REARRANGED FOR CAMPHOR

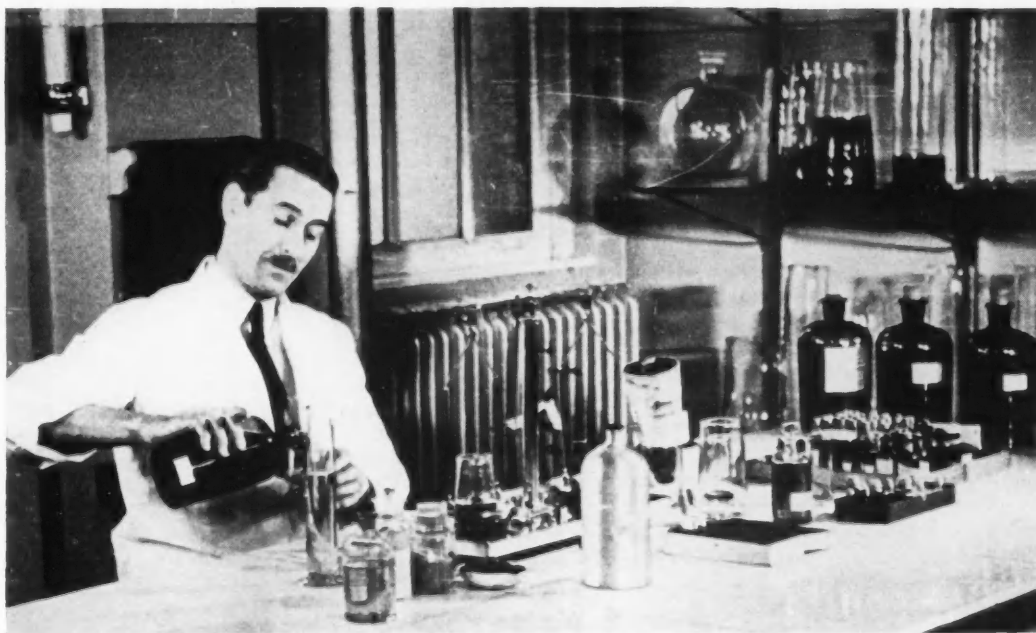
It is also incorrect to speak of the camphor made from turpentine as "synthetic." Camphor has, indeed, been made by synthesis, but the process has only academic interest. The commercial "synthetic" camphor results from the rearrangement of the C_{10} chain of pinene into the more stable C_{10} chain peculiar to camphor: no increase in the number of connected carbon atoms has occurred.

The same holds for the commercial "synthetic" menthol, obtained from related compounds found in various essential oils and for the "synthetic" ascorbic acid (Vitamin C) obtained from sugar derivatives of the same carbon content. Vanillin from guaiacol is synthetic; that from eugenol or lignin is not.

COMPLETE SYNTHESSES OF NO IMPORTANCE

Complete syntheses from elementary carbon are, except in a few simple cases, of no technical importance.

Available methods are generally unsatisfactory, owing to the unavoidable by-products, which cut



Every aid to analysis from the polariscope to the nose is used by the perfumer; a chemist at work in the Coty laboratories

down the yield of desired product and are generally hard to utilize.

Consider, for example, a possible complete synthesis of menthol, by the following steps:

1. Calcium carbide \rightarrow acetylene: Yield, good.
2. Acetylene \rightarrow benzene: Yield, fair, up to 70%.
3. Benzene \rightarrow toluene: Yield, poor, owing to methylated by-products.
4. Toluene \rightarrow meta cresol: Yield, very poor: mostly para and ortho cresol.
5. Meta-cresol \rightarrow thymol: Yield, poor: 3 or 4 other phenols result.
6. Thymol \rightarrow menthol: Yield, poor: 7 other "menthols" result.

Obviously, such a complete synthesis is impracticable, although individual stages might be. The first, involving the production of acetylene, with subsequent conversion into acetic derivatives, is an important development.

The 5th and 6th stages might be of interest, by starting with cheap cresol from coal tar.

In fact, a number of partial syntheses are in use: e.g. salicylic acid (C_7) from phenol (C_6) diphenyl compounds (C_{12}) from benzene (C_6) indigotin (C_{16}) from anilin (C_6) coumarin (C_9) from cresol (C_7) para rosaniline (C_{19}) from anilin (C_6) phenolphthalein (C_{20}) and fluorescein dyes from phthalic acid (C_8) and phenol (C_6) ionone (C_{13}) from citral (C_{10}).

In most cases, the starting points are coal tar products which already contain part of the desired atomic structure.

The complete systematic syntheses are, of course, of great theoretical interest and the ingenuity involved in building up cane sugar from formaldehyde, or nicotine from acetylene cannot but awaken our admiration. We must admit, however, that the sugar and tobacco industries need not be alarmed at the prospect of a possible competition.

But there are other types of synthesis which are of growing commercial importance, especially the plastics, the phenol-aldehyde resins, the polymeric vinyl, methacrylate and styrol resins, and the new nylon fiber.

These syntheses cannot, in general, be called systematic: the products might be considered lucky accidents, and their molecular structure awaits elucidation.

Other processes lead to new compounds, which can be analyzed and identified and the main problem is to find a use for them. Much progress along this line has been made in the petroleum industry.

On the whole, one can review the progress of synthetic chemistry with some encouragement. Further advance depends on new methods and refinement of the old.

Yet, as Mr. Morrison has said, "Nature is the great chemist." In the organism we find the greatest variety of catalytic reactions, proceeding, under ordinary conditions of temperature and pressure, with an efficiency that we can only regard with open-mouthed wonder.

In the intense study of bio-chemical processes, the chemist will find his inspiration for further progress in synthesis.

The Vacation Idea

A LOT of us do not take vacations seriously enough, nor enough vacations; they are too short and too far apart and too much alike. We are such creatures of habit that we cannot really get into the vacation spirit under a week or so.

We find it difficult to relax from the strain of business or profession and get our bearings in a new environment; to get ourselves into harmony with the idea of play; and just when we may have accomplished this, we are hurled back again into the business treadmill.

If we could stay away from business long enough to get perspective upon our jobs, we should accomplish more. We need to clarify our vision and give scope to our imaginations if we are to become better cosmetic, soap or flavor men.

The old Biblical idea of a Sabbatical year, occasionally, when a man was free to follow the bent of his genius without worry over the details of his business, had much in it to commend it. What a Godsend it would be to most of us who have things on our minds that we would like to get upon paper; some Carcasson that we would visit; or, some Rio we would like to go rolling down to before we are too old.

Many executives feel themselves so essential to their business, that the only way they can find a Sabbatical year is to sell out for awhile and then buy in again when their "pep" returns.

Pad Cosmetics

For saturating cloth pads the following formulas are suggested:

CLEANSING EMULSION TYPE	
Glycol stearate	1.5
Triethanolamine	0.3
Glycerine	3.0
Mineral Oil	2.0
Alcohol	5.0
Wetting agent	0.2
Oleic acid	0.7
Spermacetti	0.5
Water, to make	100.0
Perfume and preservative	q.s.

CLEANSING LOTION TYPE	
Alcohol	5
Glycerine	5
Detergent or wetting agent	1
Water	89
Perfume	q.s.

Color and Odor

White flowers produce the sweetest scents according to William D. V. Jequier of Parfumes Weil as quoted by Kay Austin in her book "What Do You Want for \$1.98?" After these come yellow, red, blue, violet, green, orange and finally brown in that order. Do you agree?



EDITORIALS

BUSINESS STATESMANSHIP

TO aid France Cardinal Richelieu did not hesitate to promote Protestantism. He was a statesman of the first order. Statesmen govern a country with an eye to the future good of the nation. Politicians are mere opportunists. Any error in the solution of problems of grave importance is likely to inflict misery on posterity. It is for that reason that the policy of a country should be formulated by its statesmen.

In the same way in the business world, any industry is best served whose policy is formulated by its men of ability and of vision whose principal objective is its general future welfare.

When the self starter first appeared it was made available to all motor car manufacturers because of the vision of the men in the Automobile Chamber of Commerce, who looked to the future general welfare of the industry. While the National Retail Dry Goods Association is supported by 4,000 members, its advice is given to any of the 15,000 non-members who ask for it; for the association is more concerned with making all retailers in its field sound merchandisers for the mutual good of the industry than it is in rightfully exacting a few extra dollars for its support from some small concern pressed for funds but sorely in need of expert advice lest it unintentionally violate the law and thus cast aspersion on its industry.

In much the same way the Association of American Soap and Glycerine Producers looks to the welfare of its industry. Its analyses of relevant laws are given to any soap company on request. Further it invites all soap makers to attend its convention, and its carefully considered publicity work cannot help but benefit all manufacturers in its field. Such liberality emphasizes that the men who frame the policies of that business are sincerely concerned with having the whole soap industry a well integrated, law abiding one, imbued with the spirit of progress. On such a basis an industry thrives because it serves society better.

Individual companies often exhibit the same broad statesman-like policy. Thus, when General Motors helped to finance the building of roads in South America it paved the way for the sale of all cars of which its own were but a part. When

Fritzsche Brothers, Inc., sent a brilliant young chemist to all corners of the earth to study sources of supply and methods of producing essential oils and then made its researches available to all, it, too, was concerned with the ultimate good of the industry of which it is but a part.

The course of industry is ever the same. Always the stronger and more intelligent must point the way and lend a helping hand to the smaller concerns in the group, for in this way they not only serve in large measure to guard the smaller companies from excesses which might reflect on the whole industry but they also secure the great strategic advantage in many ways that comes from solidarity of the group. Great architects devote much study in planning and laying the foundation; for only on a sound foundation can be erected a great structure that will endure for years.

A MERCHANDISING CHECK-UP

NOW that the fundamental problems of labeling and compliance with the Food, Drug and Cosmetic Act are pretty much settled, it might be opportune to consider other factors which may help to push the sales curve in 1940 higher than ever. As a preliminary check up these questions have been posed:

How good is our product? How modern is the formula?

How effective is our package? How long is it since we studied its status alongside of competing packages?

What about our trade relations? Are we getting from our dealers the most possible merchandising cooperation?

How are we equipping our dealers to sell our merchandise? Do we supply them adequately and constantly with displays and display material, with ideas and advertising material for the newspapers and with other literature?

Are our instruction booklets fully up to date? How long is it since we revised them?

How long is it since some one from headquarters called on our principal accounts?

Business is made up of endless detail and no detail will stand for long if it is neglected.

desiderata

Comment on new and interesting chemical developments and their application in the creation and manufacture of toilet preparations and cosmetics of all kinds

by MAISON G. DE NAVARRE



Linalyl Cinnamate—An unusual synthetic, it imparts a note complex of jasmin-lily-rose to a bouquet. It is unusual in jasmin and rose compounds, acting both as blending agent and fixative and is especially useful for obtaining the "pomade" note in jasmin compounds. Interesting too, where an apricot-like note is wanted.

Bottle Washer—Cheap—So many small manufacturers either dispense with washing bottles before filling with cosmetic, or they do it the hard expensive way. We've just seen a little bottle washing device which washes bottles one at a time, and will take any bottle size up to a gallon. It is easily attached to any standard water supply. One such gadget has been in use for several years, and is still working in ship-shape. The appliance comes with two size attachments and sells for fifteen dollars delivered. If you have been troubled with dirty bottles and want to wash them quickly and easily, you can't miss this opportunity. It is a *wow* for all small manufacturers and can handle as many bottles as the speed of the operator will allow. No complicated parts to worry about.

Long Fiber Petrolatum—Another refiner of petrolatum is offering now a long fiber petrolatum useful in products in which a "salve-like" effect is wanted. Particularly interesting in preparations containing large quantities of pigments.

Cholesterol—A manufacturer has been accumulating considerable quantities of cholesterol as a by-

product. The material is of good quality and available at an interesting price. Some enterprising reader is going to be glad to have seen this note.

New Sulfites—Morpholine sulfite and bisulfite are now available; the first as a crystalline substance, the latter as a concentrated liquid. Both are being recommended as preservatives and anti-oxidants. There is another potential use for these, however, and that is in the field of permanent waving. Morpholine is an amine having the same volatility as water, only a faint ammonia-like odor and it is an excellent all-round alkali. Combined with the sulfite or bisulfite radical, one can expect some interesting things in hair waving.

Musk Blender—A new product of the cyclic type with an odor reminiscent of natural musk and Ambrette seed oil. Particularly useful for giving exhilaration. Does things for floral colognes in particular. Good pre-fixer for alcohol and for overcoming alcohol sharpness. Fixative. The product is fast to alkali and may be used in soap. In fact, a soap grade is available. The price is considerably lower than you think it is. Available in 10 per cent solution.

Wetting Agents—A group of new ones based on alkyl phosphates has just come off the production line. Outside of these, the Bulletin on Wetting Agents describes most every wetting agent of interest in cosmetic manufacture. It also includes data on sulphonated oils, compounds and

perfuming. Formulas for practical preparations in which wetting agents may be of use are given. The Bulletin is free to subscribers for 90 days. Drop *The American Perfumer* a penny postal or a line on your letterhead and ask for your copy, containing approximately 40 pages of valuable information. The Bulletin is illustrated.

Emulsions—In the formation of emulsions of the monoglyceride or glycol stearate type, recourse is made usually to the use of triethanolamine in conjunction with free fatty acid. Every now and then, people tell me that they are advised to use a soap of triethanolamine in place of making the soap during emulsification. All arguments to the contrary, students of emulsion science agree that the formation of soap during emulsification tends to form more stable products. My own experience bears this out.

Thermometers—Many smaller manufacturers have among their major expenses, the replacement of mercury thermometers. This is no small item, running in some instances to as much as a dozen thermometers a year. You can cut your costs and losses considerably by using the new all-metal thermometers with watch-like scale, so faced as to be readily read at any angle. And there is no breakage!

Creams in Winter—Of course most everyone knows that shipping creams in winter is a problem with a lot of headache in it. Creams which suffer most are those based on absorption bases. Tricks such as the introduc-

tion of fat soluble soaps and glycerine substitutes sometimes work. Triethanolamine creams change in viscosity. Stearic acid vanishing creams may be stabilized by the inclusion of glycerol monostearate emulsifiers. Permanent waving solutions, emulsified type, sometimes crack in two during cold exposures. The solution to the problem is twofold: (a) use of more powerful emulsifiers, and (b) prevent freezing of the water present.

Easter Perfumes—More than ever before, the American manufacturer can do a lot of good for both himself and the perfume industry here. This Easter especially should see a lot of new compositions, developed as a result of domestic ingenuity. It was done with cosmetics, why not with perfumes? When thinking of perfumes, don't overlook the simple and tame floral known in this language as *violet*. And you can do a lot of tricks with violet that keep it violet, but give you a lot of other pleasing impressions.

Absorption Bases Don't fool yourself into thinking you can make a good absorption base from cholesterol and petrolatum. You will get an absorption base of a kind, of course, but it won't be the real McCoy. If it was, I'd be the first one to tell you so. Results of experimental work, soon to be published in a technical journal, show that it takes "other stuff" beside cholesterol to do the job right. In fact, don't be surprised to find in the not too distant future that you are able to buy material, other than cholesterol, which will give you good absorption bases. Emulsions and emulsification is getting a lot of study these days, and it won't take long to bring forth the fruit of this work.

ALPHABET OF SUCCESS

Ambition	Nerve
Brains	Optimism
Control	Perseverance
Determination	Quality
Efficiency	Reliability
Fearlessness	Sobriety
Grasp	Tenacity
Health	Usefulness
Interest	Veracity
Judgment	Will
Keeness	Xperience
Loyalty	Years
Manliness	Zeal

QUESTIONS & ANSWERS

288. Oil Hair Bleach

Q: I am interested in making up an oil hair bleach and wonder if you could be of help to me. I have tried the following formula (formula given). I would like information on perhydrite and advice if it may be used in above product. Also, I am making a skin peel using resorcin and want to know which might be better to use in such a formula, zinc oxide or titanium oxide. What is the difference between kaolin and terra silicea? C. A., Michigan.

A: In an earlier letter you were told the reason for the ineffectiveness of your oil bleach. Perhydrite to our knowledge is a brand of peroxide. You can use either zinc or titanium oxide in your skin peel, but be advised your product is a drug and subject to the regulations of this section of the Food & Drug Act. Kaolin is a Chinese clay. Terra silicea is Kieselguhr, a diatomaceous earth supposed to be an amorphous silicon dioxide, whereas kaolin is an aluminum silicate.

289. Formulas Explained

Q: Please help us in the following matters: Essence d'Orient, hair bleach, liquid lipstick, cream-in-tin-boxes. The help you can give in explaining formulation and source of supply is thanked for in advance. P. O., Poland.

A: Essence d'Orient is a name given for fish scale essence used for various iridescent effects in nail lacquer and make-up especially. Hair bleach is usually composed of hydrogen peroxide used together with ammonia water. Magnesium oxide or carbonate together with sodium perborate wetted with ammonia and peroxide is an effective bleach for hair. Hydrosulphites have also been suggested for the purpose. A liquid lipstick of the type you are interested in may

be made from alcoholic solutions of dyestuff containing say 5 to 10 per cent of oil like castor oil treated with tincture of benzoin. Another type is made from 2 per cent of ethyl cellulose in alcohol together with like amount of plasticizer and soluble dyestuff. Cream for tin boxes such as you require can be made from an absorption base 35 parts, mineral oil five parts, water 60 parts, all emulsified together at a temperature of 45 to 50° C. by adding the water to the fats, with subsequent homogenizing. Source of supply for the various materials goes to you under separate cover.

290. Deodorant Cream

Q: Will you please send me a formula for making tar shampoo, the paste kind, and the new deodorant creams? I am thankful for any help you will give along this line. E. A., Miss.

A: Your best bet in making shampoo of any kind is to buy the concentrate from some reputable supplier, several of which advertise in *The American Perfumer* and whose names go to you under separate cover. These can be bought in any "flavor" you like. However, should you be unable to get the desired tar type, simply incorporate 2 to 5 per cent rectified oil of pine tar. The modern type greaseless deodorant cream is made along the lines of the following formula:

Acid emulsifier	20%	A
Spermacetti	5%	
Water	35%	
Methyl cellulose	1%	B
Water	25%	
Titanium oxide	2%	C
Aluminum sulphate	8%	
Aluminum sulphocarbonate ..	4%	

Boil (A). Make a mucilage of (B) by using hot water with the methyl cellulose. Let stand overnight. Add the mucilage which has been reheated to 90°C. to the boiling (A), and stir until cool. Add (C) when cold and perfume. Mill smooth.



Samuel Schein, president, founded Cardinal Parfums in 1933

ONE BAR AS A RUNG ON SUCCESS LADDER

Cardinal sells over 700,000 Tantalux sets in year's time . . . Novelties in low-priced field favored by consumers throughout the country

by MURIEL C. HENRY

A WEDDING present, an inspiration, a production force at work, and in February, 1938, Tantalux—a personal perfume bar.

The formula seems simple and the success is spontaneous, judging by the sales recorded by Cardinal Parfums, Inc., for in 1938 more than 700,000 Tantalux sets alone were sold by this comparatively new company, headed by Samuel Schein, president. The million mark has been passed long since and sales are still climbing, some outlets ordering as many as 30 gross at a time.

Tantalux was born of an inspiration which formed in Mr. Schein's mind when he saw a wedding pres-



ent of a crystal tantalus. "The idea developed this way," says Mr. Schein and he chuckles when he tells the story. "Mrs. Schein and I visited a relative who had just been married. They showed us one of their gifts, a beautiful crystal tantalus imported from England. We admired it and then the idea occurred to me, why couldn't we use that set in miniature for perfumes. So we created Tantalux."

THREE BOTTLES IN PERFUME BAR

The personal perfume bar consists of three three-dram bottles of perfume (each retailing for 25 cents), set in a neat metal holder with a small padlock on one end. Cardinal Parfums was one of the first firms, if not the first, to offer perfumes on metal display stands for sale through drug and department stores.

But Tantalux is only one of the novelties introduced by Cardinal Parfums, Inc. In March, 1939, the firm launched its books of perfumes, three flasks of perfumes being packed to resemble books. And then there are the novelties that have never been placed on the market. With designers and production force at work continuously, many new ideas evolve but for various reasons they don't go beyond the production room. Sometimes competitors have reached the market first; sometimes it isn't possible to produce the item within the price range. However, plans are under way now for two more novelties to be introduced this spring.

MANY ITEMS IN CARDINAL LINE

Although perfumes in the various sizes from one to eight drams rank first in the company's mounting sales, and novelty items in the \$1.00 bracket are second, yet there are many other articles boosting the volume of business which in the past two years has increased 10 times over that of the previous four years. Colognes, bath salts, bath soap, bath powder, face powder, lipstick and sachets, all presented in popular odors, are included in the line. Most of these were introduced in 1938 as were the men's items which appear under the name, House of Croydon, and include talc, shaving bowl, and after shave lotion. These items are packaged singly



House of Croydon is the name used for the men's toiletries

or in sets—holiday gift packages are active—but all are directed toward trade in the 10-cent, 25-cent, 50-cent or \$1.00 fields.

Established as a distributing firm only, Cardinal Parfums devotes its activities to smart styling and distinctive packaging of its items for the low-priced field. Some idea of the purchases made annually is reflected in the statement that the firm buys more than 5,000,000 bottles each year, thus putting it in the front ranks of large users of small bottles.

SALES TO WHOLESALERS

Sales effort is directed to wholesale drug firms, wholesale dry goods establishments, department stores, and chain drug stores, and officials of Cardinal Parfums state that their merchandise reaches 95 per cent of the wholesale trade in the United States. However, distribution is even more far-flung, Cardinal products going to the Dutch East Indies, South Africa, Sweden, England, Switzerland and a substantial amount to Canada.

Advertising is concentrated in trade publications in the retail field, catalogs, circulars and some display cards for retailers. Campbell-Lampe, Inc., New York, N. Y., is the agency in charge.

FIRM FORMED IN 1933

Cardinal Parfums came into existence in 1933, headquarters being established at 163 West 23rd St., New York, N. Y. Expanding business with the need for increased space necessitated a move to larger quarters so in 1938 the firm moved to 40 West 27th St., where it took 5,000 square feet. An additional 5,000 square feet at the same address was acquired in 1939. There, the executive offices are maintained as well as departments for the filling and shipping of orders. In addition, a sales office and warehouse are located in San Francisco, under the direction of Sanford S. Wendell.

Mr. Schein, president and treasurer of the firm, who left the jewelry business to found the company, supervises sales. A corps of salesmen cover designated territories throughout the country, all reporting to Mr. Schein in New York.

A. Altman, vice-president, is in charge of produc-



A wedding gift inspired Tantalux, this personal perfume bar

tion. He, with 20 years' experience in the cosmetics industry, joined the company in January, 1938. The office and production staff numbers 75 at the height of activities.

And all employees know the president's slogan which contains the basic ingredients of the firm's formula for the upward curve of sales. It is "quality, service and originality." A wedding present may not inspire the next novelty but whatever it is, it must meet the company's requirements for a new and original item.

Getting Sales Tools Used

EVERY sales manager has the problem of getting salesmen to make use of sales tools of some kind. One manufacturer brought out a beautiful sales manual, for instance, that was a "dandy." It was a presentation that instantly aroused the interest of prospects. The big problem, however, was *how to get the salesmen to use it!* That was another question. After ballyhooing it through house organs, sales meetings, etc., only a comparatively few of the men were using it.

After digging into the situation we found that all through the campaign the cry was "Let's double sales." In line with the principle of always appealing to people on the basis of what *they* get out of a proposition, this angle was all wrong psychologically. The average salesman does not care much about what the company wants—he is interested primarily in what *HE*, himself, wants and can get.

A plan was developed with a strong play on *what the salesman could get out of it* by really making use of the sales presentation . . . telling what the successful men had done . . . and *how* everyone could benefit if he wanted to. In a two months' campaign thousands of these elaborate sales presentations were put out by the salesmen and sales increased more than 40 per cent.—Douglas E. Thompson, Vice-President, Belnap and Thompson, Inc., Chicago, Illinois.



Belt conveyors are used to great advantage in packaging the multitude of products at Eli Lilly & Co., Indianapolis, Ind. Photo courtesy Eli Lilly & Co.

IT'S CHEAPER IN MOVING MATERIALS NOT TO HANDLE THEM

Practical suggestions on the proper installation and use of various types of conveying equipment . . . Aid of conveyor manufacturer desirable

by RALPH H. AUCH, A.B., C.H.E.

COSMETIC and packaging plant visitations generally through the years have indicated that such plants fall into two categories: those in which materials handling is a neglected art and those in which it is a highly developed science with attendant labor economy.

The first investment made upon entering the cosmetic field over two decades ago was in a small inexpensive conveyor. The total investment made to date is doubtless high into six figures. Much of it has been made purely as a labor saving measure while some has been in the interest of less breakage of ware and less mutilization of shipping containers.

Brief reference has been made from time to time in these columns to some of the things observed and experience gained. This discussion also will suffer due to brevity for the types of conveying equipment and their application are so varied and so extensive.

The greatest economy in moving materials is secured by *not* handling them. For example, an

elaborate live roller conveying system hundreds of feet long complete with light weight portable conveyors to facilitate stacking in a 90,000 case capacity receiving room was installed. Shortly thereafter, by replacing the spiral chutes to the assembly room on the floor below with long overhead gravity conveyors pitched in direction opposite to the production line flow, the case storage system was practically no longer required.

SCHEDULING PURCHASES AND DELIVERIES

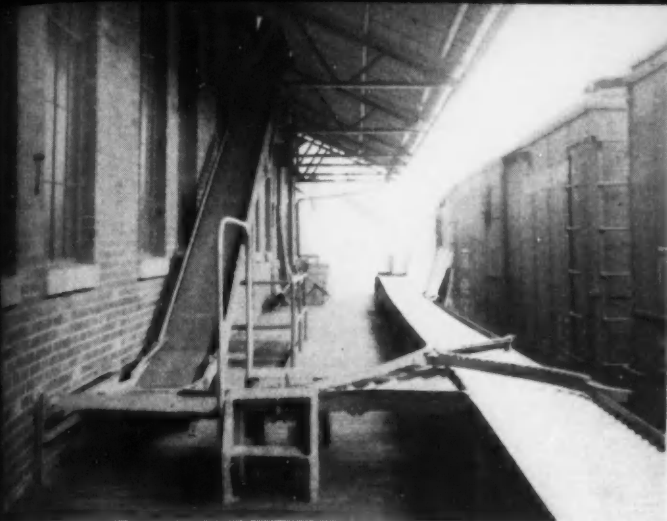
It had been necessary to continuously feed the chutes, while the long gravity conveyors act as reservoirs of 90 to 115 cases each. Thus empty ware in reshippers is fed in "trains" at intervals direct from incoming cars and trucks. By more thorough scheduling of purchases and delivery fully 75 per cent of incoming containers flow directly to the automatic and semi-automatic production lines.

This portion never touches the receiving floor, the two handlings are eliminated, only a small inactive floor stock is maintained for emergency, and receiving costs are down over 30 per cent.

Another economy in initial outlay, depreciation and maintenance is to shorten up handling and transportation as much as practicable. For instance, by synchronizing the cleaner, filler, capper and labeler they can be set closer together. Instead of four chain conveyors each handling the work through the respective machines with its complement of dead plates, transfer discs, etc., one chain conveyor runs throughout all four.

Further, as any production line becomes more fully automatic there are fewer hand operations, making possible a shorter belt conveyor and frequently a narrower one to carry the packages past operators at the paralleling work table. If there is more than one operator performing each of the hand operations then certainly the packages should be split into two trains at each side of the belt and operators should be stationed on each side. This often permits of further shortening.

So much then for the fundamental principles of reducing the amount of handling and the distance



Live roller conveyors used to unload four cars at a time with portables to extend into cars lying in background; also inclined pebble belt to carry goods past "electric eye" counter



Enclosed loading boosters fitted with electric counters from shipping floor one-half story below to cars and trucks; portables in "stand-by" condition to run goods in front of trucks

traversed. The simplest installation possible is always the best solution to any problem. To attain it may involve rearrangement of one or more departments or picking up and moving a department bodily to another more convenient, logical location with relation to the others. That should not deter or defer action, however.

It has been observed that many plants with a reasonably adequate conveyor system on the assembly floor are woefully lacking in the raw materials warehouse, manufacturing and empty case storage and shipping areas. Volume may not warrant conveyors in the warehouse and manufacturing areas. Frequently skids and lift trucks and portable tanks are adequate.

To utilize lift trucks to best advantage a plentiful lot of skids should be provided. Then, too, zinc oxide, zinc stearate, precipitated chalk and other

dry materials should be purchased in one man bags instead of in unwieldy barrels.

In receiving and shipping, many systems stop at the car or truck or even the dock. Portable conveyors utilizing roller skate rolls, instead of regular conveyor rollers to keep the weight down in 90° curves, and 3, 6 and 10 foot sections have proven invaluable. On incoming goods, the live roller or belt conveyor should be mounted low enough to allow gravity feed of the portables from the very ends of cars and front of trucks and trailers. On outgoing merchandise, the conveyors or boosters should be high enough to allow gravity flow on the portables. If extension cords for lights in cars and trucks are desirable, then extension conveyor control switches for starting and stopping are indispensable.

Some conclusions on equipment for these depart-



Cream jars filled hot are discharged for cooling onto Kiefer conveyor, made with nine belts, 40 feet long, in Elmo, Inc., plant

Photo courtesy The Karl Kiefer Machine Co.

ments have been drawn that may be at variance with some other production men or conveyor builders. Two conveyors, whether live roll or belt, mounted one above the other for travel in opposite directions renders the lower too low and inaccessible and the upper too high for convenient loading or removal.

Pusher bar boosters have been eliminated in favor of inclined pebbled belts for elevating cases whether empty or full. Likewise spiral chutes whether of sheet metal or tapered roller construction have been replaced with power driven pebbled belts.

LIVE ROLLER CONVEYORS ON LEVEL STRETCHES

Wherever practical, live roller conveyors have replaced belt conveyors on the level stretches of every system. This has been done in the interest of more gentle handling with jams and attendant damage to cases and contents practically eliminated. The first cost, maintenance and power consumption admittedly has been increased but invariably has been worth it.

For outdoor work, such as receiving and shipping docks, only the so-called "dairy" rollers should be employed. Since most materials handled are in corrugated or solid fibre cartons, no installation should be considered complete without dust pans. This is doubly true of the case handling installation in the assembly room.

LOCATION OF ASSEMBLY UNITS

On the assembly floor, 30 inches above floor level is usually recommended for assembly units. Long and wide experience, however, indicates that 34 inches is the more convenient when all factors are given due consideration.

In this department, several general shortcomings have been observed. The belts on the assembly tables proper run too fast and the operators on either side are obliged to "chase" the work needlessly. Either the minimum practical speed should be determined and the lineal belt travel established accordingly or, and particularly where more than one size or product is handled on the same production line, a variable speed drive should be provided.

VARIABLE SPEED DRIVE CONSIDERATIONS

When a variable speed drive is installed and the belt run always at minimum speed for any work at hand the slider bed whether of wood or metal may offer too much "drag." In this case, it should be replaced by tread rollers set on centers 4, 6, 8 or even 12 inches if the packages are light or production relatively low. Undulating motion resulting from sagging of the belt between the rollers tends to topple containers with small bases.

Belts up to 24 inches in width are not uncommon. Study may reveal, unless the package is quite large, that 12 inches or even 10 is adequate. Ten inch belts are being utilized on production lines handling containers up to 8 ounces in size at speeds up to 120 per minute.

Sometimes the paralleling tables are as wide as

16 inches when 12 is usually sufficient and for certain work, 9 or even 8 inches is adequate. Reducing belt or table width or both may permit of changing some, if not all, of the operations requiring standing to ones permitting of sitting.

The fatigue element is thereby materially reduced. This in turn suggests that the position of the packers at the end of the line be studied. The thought will not be developed further than that if they are facing the belt it is usually wrong. They must lean forward, then straighten up. If they face the discharge end of the belt, the finished product is removed and packed by a mere turning at the hips. They, and physicians as well, will agree that this position is more restful.

In this rambling discussion, no attempt has been made to set forth the types of conveyors available or the details of their construction. Any such attempt would have been futile. For example, for gravity type alone there are a dozen or fifteen rollers employed for light duty with four or five more for heavy duty. For mounting them, nine or ten frames utilizing angle and channel iron sections are standard. Add now curves, switches, "Y" sections, intermediate stops and deflectors and this becomes readily evident.

MANUFACTURER SHOULD ENGINEER THE JOB

This in turn suggests that if the installation is other than the very simplest, the conveyor manufacturer should be sought to engineer the job. At least one conveyor manufacturer has an engineering staff embracing design, estimating and lay-out that is over half the size of his plant personnel which indicates this is sound procedure and quite general practice.

In conclusion, materials handling equipment may well be purchased for operating savings rather than on the basis of first cost. After installation, it may well receive the same maintenance attention that the production equipment is given for long life and satisfactory service.

New Manicure Formulas

NAIL ENAMEL

(For use under nail-tips) (Fr. Pat. 327,882)

Glycerine	0.5
Sulphuric ether	4.65
Zinc oxide	15.0
Acetone	19.0
Amyl acetate	13.0
Butanol	22.0
Celluloid	20.0
Olive oil	0.5
Ultramarine	0.15
Lavender oil	0.2

CUTICLE REMOVER

Caustic potash	2.5
Glycerine	13.0
Perfume	0.5
Water	79.0

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION



A section designed to chronicle the activi-

ties and to epitomize the spirit of energy,

the new viewpoint and the desire of the

flavor products industry to be in the fore-

front as ways improve and methods change

Journal of Flavor Research
Publications of AIF



Photo courtesy Sercel, Inc.

HOW TO FLAVOR GELATIN DESSERTS

*Building up flavors based on true fruit
and factors which must be considered
. . . Use of practical isolates . . . Sugars
to hold the flavor . . . Proper labeling
under Food, Drug and Cosmetic Act*

by DR. ALEXANDER KATZ

Chief Chemist, Florasynth Laboratories, Inc.

THE FUNCTION of flavor in food is to make it tastier. Dieticians recommend the use of properly flavored food as a means for creating an appetite in convalescent patients. Properly flavored food creates an appetite and makes digestion of food more possible.

In this first article of a series the subject will be the "Use of Flavor in Gelatine Desserts." Properly flavored gelatine desserts have brought about an enormous increase in the consumption of this dessert all over the world. Not so long ago this item had only "looks," and in those times, this product was not so popular. Since, however, proper flavoring materials have been used in the fabrication of it, gelatine dessert has become so popular as to be one of the largest selling dessert commodities known.

Gelatine dessert must be scientifically prepared in order to retain the full aroma, after hot water has been added to the dessert base, which is necessary to make the finished product.

Recent regulations of the United States Food and

Drug Administration have influenced the method of production of gelatine dessert in the berry flavor line. It is hardly possible to prepare a gelatine dessert flavored with pure fruit flavors alone, no matter how concentrated the flavor might be; the more concentrated a flavor is, the more difficult it is, naturally to incorporate it into gelatine dessert, as by concentrating the flavor it has a tendency of thickening due to the presence of pectin and sugars. Even if the true fruit flavor is depectinized prior to its condensation, it cannot be sufficiently concentrated to produce desired results by simply using small amounts of flavor in order to produce the proper taste. One has to take into consideration the fact that only small amounts of flavor can be incorporated in order to avoid caking or lumping; therefore, these true fruit flavors, in order to give better results must contain reinforced materials, which have to be added to the fruit base.

SUGARS TO HOLD THE FLAVOR

Gelatine dessert must also contain the proper mixture of sugars in order to "hold the flavor" while the product is kept in stock on grocery shelves before the sale is made. A great many manufacturers have recognized the importance of this, and are using flavors which have been blended, particularly for this purpose.

One must also take into consideration that gelatine dessert does not merely represent a mixture of gelatine, acid, sugar, flavor, and color . . . a perfect balance must be worked out scientifically, in which every commodity used, is properly proportioned, and the flavor used, must be properly prepared, not only to make the gelatine dessert economical, but also to give it the proper setting and proper taste. To meet all these requirements, flavor is the most essential ingredient required in the manufacture of gelatine dessert. Again, it is important to stress here that "just flavor" will not give proper results. The function of scientifically synthesized fortifying agents is to intensify the flavor obtained from genuine fruit concentrates. The use of these fortifying agents is very essential, as very little taste can be obtained from fruit concentrates which do not contain any fortification; this is repeated here to emphasize this fact; naturally, it cannot be said in regard to the employment of citrus essential oils. Citrus essential oils should be used without any fortification inasmuch as enough flavor can be derived from these oils, particularly when they are concentrated. The use of regular cold pressed oils is not advisable due to the presence of large percentages of hydro-carbons.

USE OF PRACTICAL ISOLATES

The "practical isolates" are suggested for this purpose. These isolates are several times stronger than ordinary essential oils, and what is more important, is that they are more stable. By utilizing five-fold concentrates, one can obtain the best results in the flavoring of gelatine dessert, as these materials are practically five times stronger than ordinary oil, and at that, are much more economi-

cal. One should not overlook the fact that five-fold concentrates insure the stability of the finished product; they are also much easier to incorporate with the sugar before the gelatine is added, inasmuch as only 20 per cent is required of these oils, as against that of ordinary essential oil.

The pre-mixing of flavor and anhydrous dextrose materially helps to prevent formation of lumps.

"LOCKING THE FLAVOR"

It is very important to "lock the flavor into the product" in order to preserve same. Too often, the best flavor is lost or ruined by heat reaction, or by slow oxidation on exposure. The expression mentioned here, "lock the flavor into the product," simply means to combine the flavor with some absorbing material before it is added to gelatine and acid. The best absorbing material in this case is anhydrous dextrose, as this product absorbs much more of the liquid flavor than when sucrose is used alone, and without artificial drying, particularly in the berry fruit line, inclusive of such fruits as pineapple, cherry, and grape.

PROPER LABELING

With the recent food and drug regulations, it was agreed with the Department, in order not to label gelatine dessert "imitation," that if 50 per cent or more of the flavor would be derived from true fruit containing not less than 25 pounds of fruit per gallon, and the remaining 50 per cent, or whatever the case may be, derived from other vegetable sources, or other fruits, the Department would permit labeling, of say, strawberry gelatine dessert, in the following manner:

"FLAVORED WITH TRUE STRAWBERRY CONCENTRATE AND OTHER NATURAL FLAVORS."

It has, however, been found that these other natural flavors, used for fortification, do not intensify sufficiently the true fruit flavor, to allow the use of them in gelatine dessert. Upon experimentation, it has been found that it will require practically 5 per cent flavor to be used in gelatine dessert in order to obtain *proper tasting products*. Besides being uneconomical, it is absolutely impractical, as there is no possible chance of incorporating as much flavor as necessary to give proper taste. If fortification is not used, the flavor will only be wasted, as the finished product will have the taste of gelatine, even if the highest grade of gelatine is used. So long as fortifications used in gelatine desserts are absolutely harmless, and will produce the desired flavor, the manufacturers of gelatine desserts should agree to label them properly as "imitation" in the case of the fruit flavors—with the exception of citrous products. This type of labeling will not militate against the purchase of gelatine desserts, because if gelatine desserts do not taste properly, the consumer will look for some other dessert which will taste better than gelatine dessert, even if the gelatine dessert is labeled "Pure—Flavored with other natural materials." After all, it is not essential to have the word "pure" in the sense applicable to flavor; it is essen-

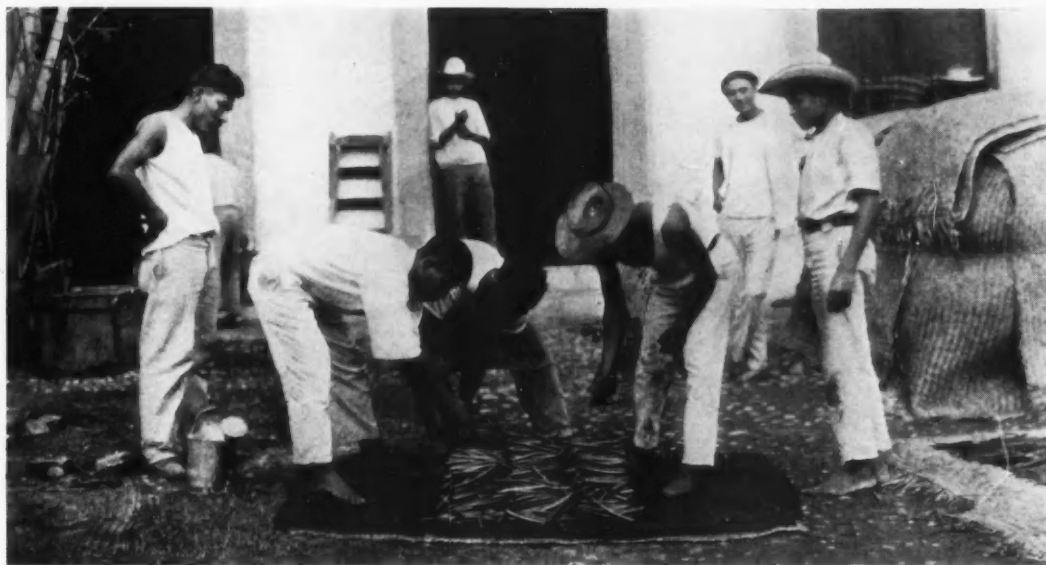


Photo courtesy M. Cortizas Co.

Vanilla beans are exposed to air and to heat, by turns, until they are cured; above, beans on mat preparatory to heating

tial to get a pure product in all the sense of the word, and even imitation flavors used in gelatine desserts are pure from the standpoint of ingredients used.

FLAVOR BASED ON TRUE FRUIT EXTRACTIONS

Flavor based on true fruit extractions, containing not less than 25 pounds of fruit to the gallon, fortified with proper ingredients, or proper aromatics, not only with essential oils and other natural materials, will work out very nicely. Taking into consideration the strength of aromatic chemicals, such as undecalactone, methyl phenyl glycidate of ethyl, coumarin, vanillin, alpha or beta ionone, benzyl acetate or jasmin absolute, synthetic or otto rose, can help build up the necessary aroma and flavor in gelatine desserts to a much greater extent than other natural flavors.

From the standpoint of the United States Food and Drug regulations, flavors fortified with the above mentioned ingredients have to be labeled "imitation." Most of the fortifying agents are derived from vegetable sources, or, if not from vegetable sources, they are acknowledged to be absolutely harmless, as in the case of vanillin and coumarin, which can be made chemically from coal-tar bases; they are fully synthesized, reproducing the vanillin found in vanilla beans and the coumarin found in tonka beans. In the case of benzyl acetate—the use of this product should be looked upon in the same way as benzaldehyde; if the product is absolutely free from chlorine, it should be looked upon as a "pure product."

USE OF VEGETABLE EXTRACTIONS

Such vegetable extractions as St. John's bread, phonugreek, lovage, wintergreen leaf, triticum repens, spikenard, juniper, hops, etc., do help a great deal towards building up a flavor based on true fruit. However, taking into consideration the

heat factor necessary in the production of gelatine dessert, and also the storage of the gelatine dessert, not much flavor will be left, particularly when limited amounts of liquid can be used. It is entirely different if these flavors would be used in the syrup industry, where liquid flavors can be added in any proportion desired, without limitation.

Vanilla Bean Market

BY RUFINO CAGIGAL, JR.*

THE GENERAL outlook of the market during the month of January showed a very strong position, prices holding very firm with a tendency to rise. A heavy demand was experienced for Bourbon vanilla beans, which has stirred up the primary markets, and holders have been very cautious in placing their stocks on the market. Consequently, prices were increased for those stocks which were being offered and these offers were not very free, indicating that the dealers in the French Colonies expect higher prices to be paid later on. The way the dealers in France see things, Vanilla is the only Colonial product which has not advanced in price, and they have seen all other products from this source advance as high as 200 per cent since the war started. These facts encourage the reserve of the sellers, and explain why they are trying to get higher prices.

Persistent rumors come from these sources of supply about the shortage of the actual crop. Of course, it is very hard to verify such rumors under present conditions. Importers here, willing to work on a more sound basis, have not increased prices to any great extent as yet, although replacement cost is much higher and some buying at top prices has been done to replenish stocks. Transportation of beans from the French Colonies has been handi-

* M. Cortizas Co.

capped considerably and shipments are long delayed, consequently available stocks have become depleted, while shipments received of the new crop amount to practically nothing.

The demand of the manufacturer has been good because a number of them are coming into the market, but this demand does not show any expansion in their orders, as the general view of the manufacturer is that prices will be reduced in the near future. Any prediction as to this is hard to make when it is considered that the crop output and the future requirements of the industry are not known.

The Mexican market remains unchanged with few stocks available for immediate consumption, since most of the spot stocks here have been sold. What business is being transacted is for future delivery, and up to the present time this demand has been small, as consumers are well covered. This market is very firm as there is a general belief on the part of the dealers there that some of the Mexican crop, which is larger than in previous years, will be used in place of Bourbons because the United States market could be supplied as soon as it is ready without any hazards or delays. Much interest is shown by the American importers in their effort to have ample stocks in case of any contingency.

Very little interest has been shown in Javas and Tahitis, and the market on these varieties is very calm.

Orange Oil Advances

OUTSTANDING in the flavoring materials market was an advance of 10 cents a pound in California expressed orange oil. Contracts on a six months' basis are being taken at the higher figure. Demand for lemon was normal with most activity being centered on the California product. Lower prices were quoted on distilled lime oil in some directions, but the better grades were firm. Suppliers failed to have any difficulty in securing full prices of the better grades.

Relief from Recertification of Colors Sought

FOLLOWING a discussion of the problems arising out of the regulations promulgated for the certification of coal-tar food colors in Washington on January 3 and 4, manufacturers of these colors are preparing a petition to the Secretary of Agriculture requesting that the regulations, as published in the Federal Register of May 9, 1939, be amended.

The object of this petition is to secure, if possible, relief from re-certification of certified coal-tar food colors which after certification are converted into liquid, paste or tablet form. Should the requested relief be granted, it is believed the Administrator will require that blenders of certified coal-tar food colors keep adequate records of all color bought

blended and resold to insure full administrative control over certified food colors. When the petition is presented and accepted by the Secretary of Agriculture, it is expected that a public hearing will be held after not less than thirty days' notice in advance of the hearing.

As the Department is not inclined to waive compliance with the certification regulations pending hearing of the proposed petition, in the meantime, manufacturers should comply with the regulations as they now exist and, in addition, each person blending coal-tar food colors should keep complete and accurate records showing in detail the receipt, utilization and disposal by him of any coal-tar colors. Such records will probably be required, even in the event relief from re-certification of liquid, paste and tablet mixtures is granted. This may be expected logically.

The exact scope of the relief requested will be indicated in the official notice of the public hearing which will be issued by the Food and Drug Administration when the petition has been accepted by the Secretary of Agriculture.—*John S. Hall.*

Need Not Disclose Formula in Ingredient Investigation

THE FOOD Standards Committee of the Food and Drug Administration is conducting an investigation and survey of common and usual ingredients contained in carbonated beverages.

With reference to this, John S. Hall, counsel for the National Manufacturers of Soda Water Flavors, says:

"In the event an official of the department calls at your place of business it is recommended that cooperation and assistance be given him in compiling the information desired. The further question arises as to whether or not it is necessary to submit your *formulas*, processes, etc., regarding ingredients contained in extracts, flavors, beverage bases, syrups, emulsions, etc., intended for use in the production of finished carbonated beverages. The answer is *NO* but you can disclose the essential ingredients or such ingredients that in your opinion can be readily ascertained and those ingredients common in all such type extracts, flavors, beverage bases, syrups, emulsions, etc., and such other information that you deem advisable to assist the department in obtaining factual information relating to the manufacture, sale and distribution of carbonated beverages.

"Under provisions of the new Federal Food, Drug and Cosmetic Act, flavoring products sold as such, fabricated from two or more ingredients must bear a label of the ingredients contained therein. Carbonated beverages likewise are fabricated from two or more ingredients, one of the essential ingredients being the flavoring contained therein. One of the features of the survey is to study and determine the proper designation of flavoring constituents contained in a carbonated beverage."

VOLUME OF FLAVORING EXTRACTS RISES

Latest available statistics on flavoring extracts, sirups, fruit juices used for ice cream sauces, etc., colors for food and candy manufacture . . . Fruit juices for beverages and manufacture of malt extracts and sirups not included in report

IN RESPONSE to repeated requests the latest available census statistics are given herewith on flavoring extracts, flavoring sirups and related products.

The establishments classified in this industry are engaged primarily in the manufacture of flavoring extracts and of sirups and fruit juices for soda-fountain use and for use as sauces for ice cream and other foods; of colors for bakers' and confectioners' use; and of cordials not classed as patent medicines. It does not cover the production of fruit

juices for beverage purposes nor the manufacture of malt extracts and sirups. As manufacturers of malt extracts and sirups were assigned to this industry in censuses prior to that for 1933, the figures for 1931 as given in table 1 are not comparable with those for 1933, 1935, and 1937. The 1931 figures in table 2 except those for total value of products of the industry (item 1) and for "Other products (not classified in this industry)" (item 3) have, however, been adjusted for comparison with 1935 and 1937.

TABLE 1.—General Statistics, for the United States: 1931 to 1937

	1937	1935	1933	1931	PERCENT OF INCREASE OR DECREASE (—)	
					1935-1937	1931-1937
Number of establishments	398	407	383	626	—2.2	—36.4
Proprietors and firm members.....	138	147	164	(2)	—6.1	-----
Salaried personnel, total ¹	1,655	1,661	(4)	(2)	—0.4	-----
Salaried officers of corporations.....	303	469	(4)	(2)	—35.4	-----
Supervisory employees.....	316	1,192	248	(2)	13.4	-----
Clerical and other salaried employees.....	1,036		1,033	(2)		-----
Salaries paid, total ²	\$4,017,604	\$4,057,081	(4)	(2)	—1.0	-----
To salaried officers of corporations.....	\$1,699,598	\$2,145,203	(4)	(2)	—20.8	-----
To supervisory employees.....	\$979,734	\$1,911,878	\$603,013	(2)	21.2	-----
To clerical and other salaried employees.....	\$1,338,272		\$1,449,665	(2)		-----
Wage earners (average for the year)	4,162	2,902	2,287	5,204	43.4	—20.0
Wages.....	\$4,274,145	\$2,651,066	\$2,183,847	\$6,877,268	61.2	—37.9
Cost of materials, etc., total.....	46,279,888	29,185,230	20,333,119	48,575,303	58.6	—4.7
Cost of materials, supplies, and containers.....	³ 45,827,333	28,865,277	(2)	(2)	58.8	-----
Cost of fuel.....	253,750	162,024	(2)	(2)	56.6	-----
Cost of purchased electric energy.....	198,805	157,929	(2)	(2)	25.9	-----
Cost of contract work.....	(5)	-----	(2)	(2)	-----	-----
Value of products.....	117,897,193	67,874,935	54,168,946	119,237,816	73.7	—1.1
Value added by manufacture ¹⁰	71,617,305	38,689,705	33,835,827	70,662,513	85.1	1.4

¹ No data.

² No data for employees of central administrative offices are included in the figures for any year.

³ Data incomplete.

⁴ Number of employees and salaries reported as follows: Supervisory, 220; salaries, \$640,124. Technical, 110; salaries, \$224,509. Clerical, 862; salaries, \$1,047,245.

⁵ Does not include cost of contract work.

⁶ Includes cost of a small amount of contract work, to avoid disclosing data for an individual establishment.

⁷ Included in cost of materials, supplies, and containers.

¹⁰ Value added by manufacture calculated by deducting cost of materials, etc., fuel, purchased electric energy, and contract work from value of products.

TABLE 2.—Products, by Kind, Quantity, and Value, for the United States: 1937, 1935, and 1931

[No comparable figures available for 1933]

	1937	1935	1931
1. Flavoring Extracts, Flavoring Sirups, and Related Products industry, all products, total value.....	\$117, 897, 193	\$67, 874, 935	\$119, 237, 816
2. Flavoring extracts, flavoring sirups, and related products.....	111, 272, 892	62, 958, 072	74, 579, 940
3. Other products (not classified in this industry).....	6, 624, 301	4, 916, 863	44, 657, 876
4. Flavoring extracts, flavoring sirups, and related products, made as secondary products in other industries.....	15, 993, 458	14, 627, 450	13, 715, 123
Flavoring extracts, flavoring sirups, and related products, aggregate value (sum of 2 and 4).....	\$127, 266, 350	\$77, 585, 522	\$88, 295, 063
Flavoring extracts, total value.....	\$23, 819, 800	\$21, 896, 980	\$28, 403, 507
Quantity reported:			
Gallons.....	4, 926, 486	¹ 4, 455, 975	4, 425, 114
Value.....	\$18, 927, 805	\$21, 896, 980	\$28, 403, 507
Quantity not reported, value.....	\$4, 891, 995		
Flavoring sirups: ²			
Gallons.....	57, 234, 308	37, 555, 687	35, 582, 297
Value.....	\$76, 417, 490	\$40, 862, 982	\$45, 815, 560
Flavoring concentrates (except grape):			
Pounds.....	4, 707, 574	1, 048, 995	990, 476
Value.....	\$9, 621, 763	\$2, 042, 551	\$1, 730, 044
Grape concentrates, total value.....	\$217, 747	\$58, 247	\$570, 251
Quantity reported:			
Pounds.....	212, 956	99, 641	963, 917
Value.....	\$138, 797	\$58, 247	\$570, 251
Quantity not reported, value.....	\$78, 950		
Flavoring powders, total value.....	\$4, 571, 563	\$2, 864, 135	\$1, 225, 444
Quantity reported:			
Pounds.....	12, 242, 206	9, 779, 389	3, 031, 918
Value.....	\$4, 033, 970	\$2, 864, 135	\$1, 225, 444
Quantity not reported, value.....	\$537, 593		
Flavoring pastes, total value.....	\$2, 160, 321	\$966, 755	\$678, 752
Quantity reported:			
Pounds.....	14, 778, 631	2, 210, 030	2, 198, 598
Value.....	\$1, 761, 496	\$966, 755	\$678, 752
Quantity not reported, value.....	\$398, 825		
Fruit juices (except grape): ³			
Gallons.....	1, 545, 665	1, 641, 644	2, 334, 660
Value.....	\$1, 566, 220	\$2, 237, 413	\$2, 870, 988
Crushed fruit for fountain use:			
Gallons.....	3, 124, 821	1, 883, 473	2, 041, 635
Value.....	\$4, 427, 994	\$3, 504, 591	\$4, 518, 900
Cordials:			
Gallons.....		21, 178	252, 438
Value.....	(⁴)	\$24, 612	\$583, 023
Colors, value.....	\$3, 966, 122	\$2, 265, 395	\$1, 898, 594
Products not reported by kind, value.....	⁵ \$497, 330	\$861, 861	

¹ Revised.² Not including chocolate sirup, as follows: For 1937, 5,305,010 gallons, valued at \$5,341,315; 1935, 3,743,707 gallons, \$3,405,720; 1931, 1,255,544 gallons, \$1,156,611.³ Not including grape juice and other fruit juices made for sale as beverages.⁴ Included in figures for "Products not reported by kind," to avoid disclosing approximations of data reported by individual establishments.⁵ Includes value of "Cordials."

POSSIBLE ORGANIC SOLVENTS FOR FLAVORS

Methods for determination of isopropyl alcohol studied by Association of Official Agricultural Chemists . . . Reported in A. O. A. C. Journal

by R. D. STANLEY

U. S. Food & Drug Administration

A SEARCH was made of manufacturers' catalogs and booklets to determine what solvents are available and the uses for which they are recommended. Basing his conclusions partly on this search and eliminating those unlikely to appear in foods or drugs and those low-boiling products used principally for extraction with later elimination of the solvent, the Associate Referee decided that the most important solvents likely to be found in food or drug products are water soluble and include ethyl and isopropyl alcohol, acetone, glycerol, the glycols, and glycol-ethers. The water-soluble solvents are considered of first importance since the most general use of an organic solvent in food and drug products, and particularly in flavors, is to hold in solution with water those materials otherwise insoluble. Some also are of importance because of their poisonous nature, for example diethylene glycol, which was found in elixir sulfanilamide and which has also been used in some flavors.

Isopropyl alcohol has been found in flavors, in drugs, and in insecticides. There is no method for its estimation among the methods of the A.O.A.C., in the United States Pharmacopoeia or in the National Formulary. Therefore it was decided that methods for the determination of isopropyl alcohol should be studied.

Adams and Nicholls¹ determined isopropyl alcohol colorimetrically after oxidation to acetone, and Cassar² determined it in the presence of acetone by oxidation with dichromate and titration of the excess dichromate with sodium thiosulfate. Estimation by density and refractive index measurements has been recommended and the literature contains the tables of Lebo,³ of Bennett and Garrett,⁴ and those recently compiled by Batsche and Reznek of the U. S. Food and Drug Administration.

An ideal method would provide for the estimation of isopropyl alcohol in the presence of any or all of those compounds that might be present in the distillate of the usual alcohol determination, and could include volatile water-soluble alcohols, aldehydes, and ketones. Density and refractometric procedures would not be applicable in such a mixture. Oxidation, wherein the isopropyl alcohol is oxidized to acetone, and aldehydes and primary alcohols to the corresponding acids, and determination of the acetone formed seems to be the method

of choice. Such a method was devised by Stanley and Vandaveer⁵ of the U. S. Food and Drug Administration in 1935, and was used by them in official work, but this method is not applicable if both acetone and isopropyl alcohol are present.

Experimental work this year was limited to isopropyl-alcohol, ethyl-alcohol, acetone, and water mixtures. The results are encouraging, and it is believed that the method proposed can be extended to commercial samples containing isopropyl alcohol if appropriate extraction and distillation procedures are supplied. Further work is planned.

The method involves oxidation with dichromate, distillation, and determination of the acetone formed by the procedure given in U.S.P.XI for acetone. A qualitative test is made for acetone in the original sample, and if present it is removed with paraformaldehyde.⁶ The methods used follow:

Qualitative Test For Acetone

Distil a portion of the sample and collect the first 2 cc. Add 5 cc. of an alcoholic solution of o-nitrobenzaldehyde (5 per cent), and 1 cc. of NaOH solution (10 per cent). Mix, then shake with a small quantity of CHCl_3 . A blue color in the CHCl_3 shows the presence of acetone.

Isopropyl Alcohol In Water Mixtures (Use foil-wrapped stoppers)

I. Acetone Present.—Place 1.5 grams of paraformaldehyde in a 200 cc. volumetric flask and add about 20 cc. of normal NaOH solution. Pipet an aliquot containing not over 0.8 gram of alcohol into the flask. (An approximation to the alcoholic content may be had by a specific gravity determination and reference to the ethyl alcohol tables.) Dilute the mixture with water to about 100 cc. Connect the flask to a reflux condenser and heat slowly on a hot plate just to boiling. Remove the hot plate, wash down the condenser, and when cool make to the mark and mix. Filter through a dry filter, if necessary pouring the solution back through the filter until a clear filtrate is obtained. Pipet 100 cc. into a 500 cc. Erlenmeyer flask, add 5 grams of $\text{K}_2\text{Cr}_2\text{O}_7$, and when most of the salt has dissolved, add 100 cc. of H_2SO_4 (1 + 3). Stopper the flask, swirl and let stand 30 minutes. Add 100 cc. of FeSO_4 solution (25 per cent). Connect the flask to a vertical condenser through a foam trap. Slowly distil about 100 cc. into a 500 cc. volumetric flask containing 200-300 cc. of cold water. Dilute to the mark; mix and pipet 25 cc. into a glass-stoppered flask containing 25 cc. of normal NaOH; add 50 cc. of standard 0.1N I_2 solution while swirling the flask. Allow to stand 15 minutes. Add 26 cc. of normal HCl and at once titrate the residual I_2 with standard 0.1N $\text{Na}_2\text{S}_2\text{O}_3$ solution, adding starch solution when the I_2 color is nearly discharged. Each cc. of 0.1N I_2 consumed in the reaction corresponds to 0.001001 gram of isopropyl alcohol ($\text{CH}_3\text{CHOHCH}_3$).

II. Acetone Absent.—Into a 500 cc. Erlenmeyer flask containing 50 cc. of approximately 2N $\text{K}_2\text{Cr}_2\text{O}_7$,

¹ *Analyst*, 54, 2 (1929).

² *Ind. Eng. Chem.*, 19, 1060 (1927).

³ *J. Am. Chem. Soc.*, 43, 1006 (1921).

⁴ *Perfumery and Essential Oil Record*, 16, 18 (1925).

⁵ Unpublished.

⁶ *Analyst*, 58, 749 (1933).

pipet an aliquot containing not over 0.8 gram of alcohol. Dilute to about 100 cc. with H₂O and continue as directed previously, beginning with "Add 100 cc. of H₂SO₄ (1 + 3) . . ."

EXPERIMENTAL WORK

Anhydrous isopropyl alcohol was prepared by refluxing 500 cc. of reagent-grade isopropyl alcohol labeled 98 per cent with 200 grams of lime for 1.5 hours. The alcohol was then distilled. Constants found were: Density (20/4) 0.7846, boiling point 82.2° C., refractive index (20° C.) 1.3774. The acetone was dried over calcium chloride and distilled. Reagent "absolute" ethyl was used.

The samples were prepared by weighing the alcohols and acetone in small glass-stoppered flasks and transferring with water to 100 cc. or 200 cc. volumetric flasks. Suitable aliquots were measured out for analysis, and the following results were obtained:

Weighed			Found	Recovery
Isopropyl alcohol	Ethyl alcohol	Acetone	isopropyl Alcohol	
grams	grams	grams	grams	per cent
3.7474			3.7413	99.8
3.7474			3.7163	99.2
3.0877			3.1070	100.6
3.1533	3.1710		3.1740	100.6
3.1533	3.1710	0.8 cc.*	3.1460	99.8
4.5612	4.0953	4.4666	4.5680	100.1

*0.8 cc. acetone added to aliquot taken for analysis.

It is recommended that the method submitted be studied further and extended to include isopropyl alcohol in mixtures containing essential oils, and that the methods be submitted to collaborative study.

New Flavor Chemicals

THE recent chemical exposition brought out a number of new chemicals to the front some of which are interesting because of their possibilities in flavor work. Six such chemicals are acetyl propionyl, acetyl isobutyryl, acetyl valeryl, ethyl and allyl tiglates and methyl-iso-propyl-acetophenone. The tiglates are of interest in fruit flavors. The acetyl derivatives show utility in butter type flavors. The other compound may be of use in raspberry products.

Shadow of State Control Over Alcohol*

THE report of the Commissioner of Internal Revenue shows that 179,580,529 proof gallons of alcohol were withdrawn free of tax during 1939, including 175,644,641 gallons for denaturation; 1,931,695 gallons for hospital and scientific use; 1,057,712 gallons for use by the United States and subdivisions. The use of alcohol undenatured by hospitals, scientific institutions, etc., and by the government and its subdivisions, may or may not be regarded as industrial but who will deny the justification of relieving the alcohol so used from the heavy tax on the assurance that it was not procured because of its beverage character?

We are also informed that 22,150,969 proof gallons of alcohol were withdrawn tax-paid and that 17,522,484 proof gallons of alcohol were used in rectification during the year.

The impressive point about these figures is that a great quantity of alcohol is being used in one form or another, including:

Completely denatured	25,727,946 w.g.
Specially denatured	127,456,902 w.g.
Hospitals	1,931,695 p.g.
United States, etc.	1,057,712 p.g.
Tax-paid	22,150,969 p.g.

It would be impossible to enumerate the uses to which this alcohol has been directly applied, and, to estimate the channels of trade through which products in which such alcohol has been used pass before reaching their destination, would constitute the wildest imagination. The necessity of emphasizing the distinction between alcohol for industrial purposes and alcohol for beverage purposes cannot be over-estimated and is more urgent today than ever before. Its industrial character must be maintained and lifted above its beverage character.

"Industrial Alcohol," has a unique and enviable position under the law, for, unlike any other article moving in commerce today, whether interstate or intrastate, the Federal Government has been specifically directed not only to protect but promote its use. While the production of an "ample supply" for the broad purposes contemplated is essential, its use "as a chemical raw material" and "for other lawful purposes" is the goal to which all endeavors must be directed. Alcohol in the cisterns or stored in a warehouse can serve no practical purpose. It must move if "industries using such alcohol" are to be placed "upon the highest possible plane of scientific and commercial efficiency" and it must be used if the public welfare is to be served. Heretofore the Institute of producers, has been looked upon as the pillar of cloud by day and the pillar of fire by night to the great body of users and those out on the fringe of distribution. The journey through the wilderness, darkened by the formidable shadows of state control, will be difficult without the guidance of the Institute and the confidence and reliance heretofore placed on its vigilance and care. The uncertainty if not the ominous forebodings of the future demand a revival of interest.

The care to be exercised requires not only the study and analyses of all proposed laws and regulations affecting the use and distribution of alcohol and the products in which it is used, but the folks back home and the public generally must be awakened to the realization that the chemical alcohol is not booze and that many of their necessities are dependent on its industrial use. The paint and varnish manufacturer must cooperate with the medicine and extract manufacturer in seeing that the proprietary manufacturer is protected and encouraged wherever he may be. While "it cannot happen here" in these United States, it may "happen there" in these United States and thus it is that all hands must rally to the standard.

*Abstract from address by Ernest Trigg, Union League Club, New York, N. Y., January 25.

Packaging

P O R T F O L I O



ELIZABETH ARDEN: Five variations of Love Letter, containing Blue Grass sachet, appear as Valentines. They are offered in a gold-lettered box which is decorated with ribbon and flowers.

CORDAY: All floral fragrances appear in a new flacon with flower-like base and a stopper resembling a small blossom. An egg-shell tinted box ornamented with gold holds the new flask.



HELENA RUBINSTEIN: Rico Tan make-up for cruise or winter resort is arranged in a stylized cigar box of tan and white, decorated with a medallion. Seven items comprise the make-up.

PARFUMS SCHIAPARELLI: Saturated with Shocking perfume, these bath sponges expand into wash cloths when dropped in water. Ten are packed in the Shocking pink cylindrical box.



COLOR HAS LEADING RÔLE IN PACKAGES

Selection of purchases depends to great extent on color . . . Packaging for cosmetics should appeal to women . . . Essentials in selecting colors

Probably in no other country in the world is color in packaging as important as it is to the consumer in the United States. A trip through any store where one may observe customers selecting clothes, food or household furnishings will reveal the rôle that color plays in any purchase. Gone is the day when a customer will take home a needed item in any available color—no, she'll search until she finds the color that *matches*.

And why is color so important? It adds life.

All persons are influenced by colors but it is conceded that women are affected to a greater degree than men by color differences. Since women constitute the major market in the cosmetics field, it follows that in considering color in packaging attention must be paid to the more highly developed feminine sense of color. Women are trained in color differences from the time of childhood so they respond to the subtler hues and shades while the more dominant colors usually appeal to men.

Color in cosmetics packaging should reflect the charm and femininity the prospective user seeks.

In designing the color for a particular package, the first step is a description of a single color. Regardless of the system of color description used, it must recognize the fact that all color possesses three characteristics:

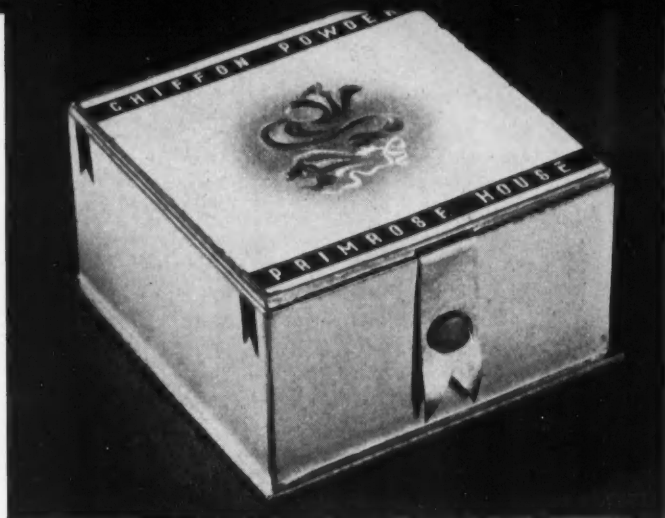
Hue: which is the quality that distinguishes one color from another, gives it individuality and identity. Hue is determined by its location in the solar spectrum.

Value: which is the amount of light reflected from a color whether it is pure or not. A color may be made lighter or darker by the addition of grey.

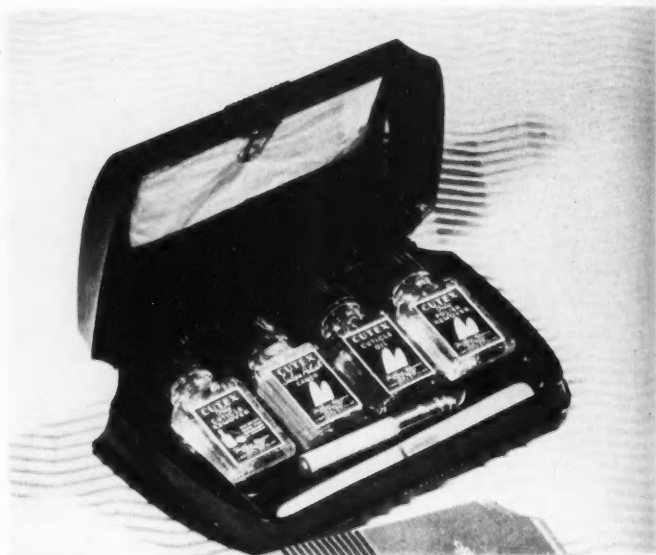
Saturation (or chroma) which is the measurement of the amount of pure hue mixed with white light. It is the strength of the color and maximum saturation is reached when white light is eliminated.

Anyone working with colors should bear in mind these three essentials. In choosing colors for packages, legibility and visibility should be given major consideration. Thus it is necessary to obtain sufficient contrast in color value so that lettering will be legible.

Color harmony and color contrast are important but when all factors in color selection are considered, the final test is whether or not the color scheme increases demand for the package which it decorates.



PRIMROSE HOUSE: Chiffon Powder now appears in a new dress, a gold and yellow box finished with a gold snapper for security. Seven blended shades of powder are available.



NORTHAM WARREN: Cutex, Jr., manicure set is packaged in a plastic box, available in several colors, with a gold line used for the decorative design. Four Cutex items are included.

VALDOR, INC.: Rouge has been added to the Don Juan cosmetic line, it being sold in combination with the Don Juan lipstick. Both are available in twelve harmonizing shades.

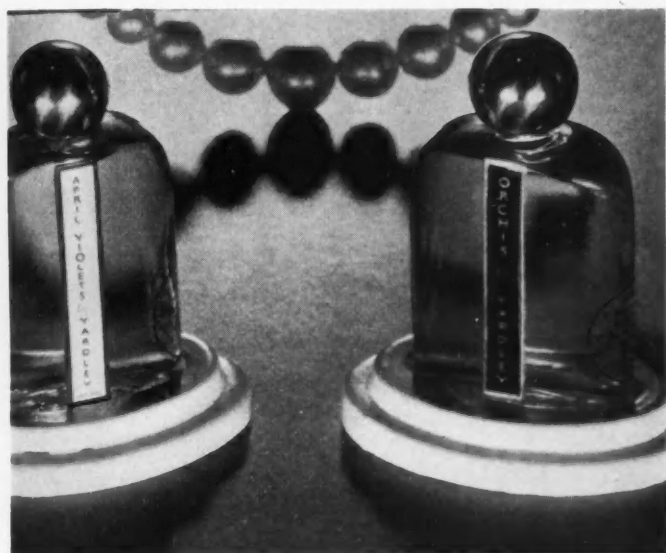




LONDON HOUSE, LTD.: The new English Fern soap for men is available in bath or hand tablets and it is packaged in keeping with the other articles in men's toiletries from this firm.



BOURGET PERFUMES: Two miniature bottles of perfume accompanied by funnels for filling them and a sachet are combined in this transparent cylinder. Design by Miss T. Benz.



YARDLEY & CO., LTD.: Miniature models of three floral perfumes, April Violets, Fragrance and Orchis, have been created. Both bottle and package are copies of larger sizes for the odors.



PEGGY SAGE: A trio of manicure aids are presented in the redesigned Trillium set. The firm's crest appears on the design for the copper or electric blue case which has a window front.

MARIELLE LABERE: New to America but well-known to patrons of Alpine resorts are these products of a Swiss cosmetician. Wisteria-purple is the dominant color in packaging.



MME. RUBINOFF: Ivory and gold are the colors used in the repackaging of this firm's line. Two new set combinations, one especially useful for traveling, also have been introduced.





PARFUMS LENGYEL, LTD.: Hungary Water, recently introduced in America, now is combined with Essence Imperial Russe, each in three-ounce size, as a gift item named Two Notes.

THE HOUSE FOR MEN, INC.: Bringing to the forefront the complete masculinity of the "His" line of men's toiletries, this firm emphasizes trade-mark and name on the new label.



RICHARD HUDNUT: Dressed in an old-fashioned lacy Valentine, and packed for mailing, a dram vial of R.S.V.P. perfume is presented by this firm in a current seasonal promotion.

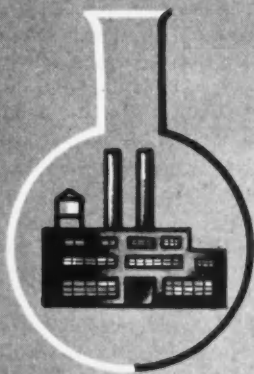
DOROTHY GRAY: Snow-Bird Twosome includes Before-You-Ski lotion and After-You-Ski cream, aids for winter sports fans. A green and red ski mitten decorates the white box.



THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments

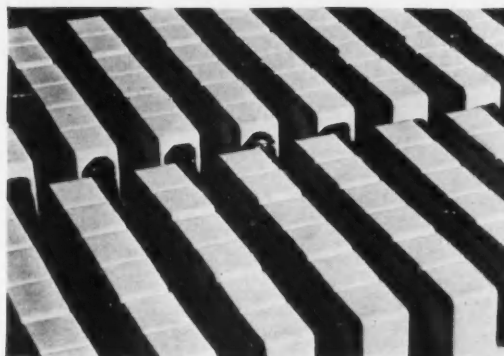


Photo courtesy Procter and Gamble

LOWER GRADE OILS AVAILABLE DURING WAR SHORTAGE

How to utilize them without any marked falling off in quality of soap manufactured . . . Best means for improving grade of fats and oils

by PAUL I. SMITH

FACED with a possible shortage of vegetable oils through the exigencies of war, it is incumbent on soapers to take a renewed interest in the bleaching of low grade oils and fats so that in the event of a sudden shortage of their usual supplies, they could utilize inferior home produced fats without any noticeable falling-off in the quality of the soap produced. In all cases it is preferable to try and improve the oils and fats before saponification rather than to attempt the bleaching of the finished soap although in some extreme cases the latter is preferable.

BLEACHING METHODS AND PURPOSES

Bleaching methods may be roughly divided into two important categories:—physical and chemical bleaching. The first entails the removal of color from the oil or fat by withdrawing the coloring matters from it without altering their chemical nature and without subjecting the fat or oil to the action of reagents under the conditions of the process. Physical bleaching in its entirety may necessitate the completion of several operations, such a filtering, chilling, washing and heating, mixing with adsorbent clays, etc., followed by filtering, etc. It is impossible in the space now available to consider the purely mechanical operations of bleaching, but some attention will be given to the more

important process of removing color by adsorption.

A number of different powdered materials able to adsorb coloring matters are used today, but the best known are the various silicious earths of the fuller's earth type, including Florida earth, Floridin, Tonsil and also activated carbon. R. Fussteig, *Les Matieres Grasses*, 31, 98-100 (1939), recommends treatment of the refined oil with 0.5 to 5 per cent, depending on the condition of the oil, for 5 to 20 minutes at 80-90 deg. C. in vacuum so as to reduce the possibility of undesirable oxidation changes. If activated carbon is used instead of clay, then treatment is carried out under ordinary pressure for 30 minutes.

The Bataille process, described by Whiton, *Chemical Age*, 1923, 31, 505, and since greatly developed, is considered to be capable of very good results. The vacuum maintained is 29.2 inches throughout the plant and 29.7 inches in the actual deodorizing chambers. The free fatty acids are first neutralized with caustic soda in a neutralizing tank, where the oil is allowed to remain 1½-3 hours, being then transferred to refining tanks to settle. The latter is greatly facilitated by the low pressure which permits of the dehydration of the soap formed by the neutralization. The soap settles out in a practically anhydrous condition. The oil next is transferred to a bleaching tank, where it is mixed with only half the quantity of fuller's earth necessary when bleaching is accomplished in an open tank. It is then filtered and passed to the deodorizers, where it is distilled in steam under 29.7 inches vacuum. This vacuum distillation economizes steam, as well as yielding a pure oil.

HIGH VACUUM NECESSARY

Most authorities agree that a high vacuum must be maintained for really satisfactory bleaching with earth, but a hard and fast rule cannot be laid down as different oils cannot always be treated successfully in the same way. A very interesting method of adsorbent bleaching with silicate earth material is described in a recent French patent, 582,263. The oleaginous material is well mixed with the clay and the whole then heated to 245-285 deg. C. with superheated steam under greatly reduced pressure. At a pressure of 25 m.m. of mercury, free-fatty acids and various volatile materials separate out.

USE OF ACTIVATED CARBON

The use of a mixture of a suitable adsorbent clay and activated carbon is recommended by some workers and R. Fussteig suggests proportions of 1 part of carbon to 3 parts of earth. It is also possible to increase the efficiency of the bleaching earth by treatment with acid or by electro-dialysis. In Amer. patents 1455995 and 1492184, the traces of mineral acid and the iron and aluminum salts formed by drying the earth with mineral acid are stated to increase the bleaching properties of the earth. Apparently the addition of acid increases the efficiency of an air-dried earth, but will not improve one that is absolutely dry. R. Fussteig in his survey of current methods mentions a recent

French patent which covers the use of small quantities of electrolyte with the earth and mention is made of sodium chloride, calcium chloride and ferric chloride. It is claimed that the addition of 1 per cent electrolyte helps to coagulate the organic coloring matters. This proportion of electrolyte is recommended for 10 per cent fuller's earth. In all cases where the bleaching earth is used in the acid condition or in the presence of electrolytes, care must be taken to see that treated oil is not contaminated or rendered in such condition that difficulties are liable to arise in saponification.

PHYSICAL BLEACHING METHODS

Whilst physical bleaching methods can be relied upon to effect a considerable improvement both in the color and odor of the oil or fat, it may be that these will have to be supplemented by more drastic treatment by chemical means. The great disadvantage of the latter is that, no matter how carefully the operation is carried out, there is always a great risk of the oil becoming contaminated with acid, chlorine derivatives, etc. A large number of chemicals have, at various times, been proposed for bleaching oils and fats as well as such additives as potassium dichromate with hydrochloric acid; potassium permanganate; manganese dioxide; hydrogen peroxide; sodium peroxide; barium peroxide; benzoyl peroxide (Lucidol); sodium and ammonium perborates and potassium persulphate, etc.; sodium hydrosulphite (Blankit); sulphurous acid; hydrogenation. In general, bleaching may be carried out either by oxidation or reduction and claims are made for both methods which have been well substantiated. There is, however, a greater potential risk of undesirable rancidity changes being promoted by oxidation bleaching methods than by those employing reduction. Sodium hypochlorite is probably the best known reducing agent and is extensively used for treating dark skin and garbage greases. In place of the relatively expensive salt calcium hypochlorite may be preferred and the simplest method consists of mixing a concentrated solution of chloride of lime with the oil and heating it up to 80-100 deg. C.

After several hours' treatment the oil is heated with superheated steam and the aqueous layer run off. Several washings with boiling water are advisable to remove all traces of chlorine and lime. The amount of chloride of lime should not exceed 1 per cent and frequently considerably less than this amount will be found sufficient. Oils and fats treated with chlorine can be used only for household and industrial soaps where the lingering smell of the gas can be masked by the introduction of a heavy pine or phenolic covering odor.

MOST USEFUL OXIDIZING AGENTS

The best known and most useful oxidizing agents are hydrogen peroxide and sodium peroxide. Workers put forward strong claims for the use of a highly concentrated solution of hydrogen peroxide, 30-60 per cent. This oxidizing agent may be used in conjunction with sodium peroxide and benzoyl



Factories in England must provide air raid shelters for their employees in addition to taking many other protective measures

peroxide. According to the most recent reports, a mixture of hydrogen peroxide and benzoyl peroxide is especially suitable for oils and fats high in free acids and should, therefore, be particularly useful for crude palm oil. The success of the bleaching process using hydrogen peroxide, or indeed other oxidizing agents, depends largely on the maintenance of an efficient agitation throughout the bleaching. This may be achieved by mechanical means or compressed air, preferably the former. The temperature of the oil during treatment should be 40-60 deg. C. and bleaching continued for 5-6 hours. In the case of highly colored vegetable oils, the addition of 1 per cent or 70 per cent sulphuric acid solution is recommended as an addition to the oil before stirring in the hydrogen peroxide. A. Jordan, *Ole, Fette, Wachse, Seife, Kosmetik*, 1936, No. 13, 14-15, recommends the use of acetic anhydride with the hydrogen peroxide; 0.5 to 2 per cent concentrated 45 per cent hydrogen peroxide and the same amount of acetic anhydride. Washing with water steam will remove all traces of acetic acid or other chemicals present.

While it is not intended that soapers should be given complete bleaching recipes in this article, the methods generally described will, however, have indicated the best means available for improving the quality of low grade fats.

Notes and Comments

Spoilage of Soap—Spoilage of soap is difficult at first to diagnose and still more difficult to prevent, even if the true cause is known, which it seldom is. Rancidity may be, but is not always associated with radical and unmistakable changes in color and odor and it might even require the services of a chemist to detect those first subtle changes which give the clue to deterioration. It is

no exaggeration to say that a considerable quantity of soap, particularly soap flakes, is used in industry and the home without the consumer being aware that it is rancid, although it may be remarked at the time that the lather lacks its usual body, washing requires longer to achieve the same effect and rinsing has to be prolonged to remove the obstinate sticky scum. Soapers aware that a certain stock is open to question often add either preservatives or masking agents to hide any very objectionable characteristic. Apart from preservatives, one of the most useful additives to soaps likely to develop excessive acidity is a suitable polysaccharide. In Germany use is made of glucose, starch, etc., to overcome some of the effects of acidity.

Pre-Coating of Filters—The pre-coating of filters used for clarifying liquid soaps with diatomaceous silica ensures better results than by the use of asbestos. Diatomaceous silica is particularly suitable for removing organic particles of a non-rigid, microscopic nature, particularly so-called colloidal particles measuring less than 0.1 micron (0.0000001 m.). This filter aid has the necessary porosity because the mixture of rod and ball-like structures is in the right proportion to form a honeycomb structure consisting of 90 per cent by volume of tiny air cells. The silica must, however, be very carefully milled so as to avoid breaking up the individual diatoms. Low density is essential to help suspension and high porosity to give speed of flow and output.

Use of Silver—An increasing amount of silver is now being used in industry for constructing chemical plants where a very high resistance to corrosion is required. Copper is usually the basic metal used and this is covered with silver 0.030

thick by the electrolytic method using double this thickness where extra protection is required. It is reported that the use of piping and pump parts of silver plated copper would decrease maintenance charges and increase general efficiency of the soap-making plant.

Use of Wax Alcohols—In addition to the well known superfatting agents, such as lanolin, lecithin and various saponifiable oils, it is sometimes necessary to improve the emollient properties of toilet and shaving soap or to endow them with special qualities, such as increasing the stability of the lather and decreasing the surface tension of the soap solution. To achieve these ends use can be made of the wax alcohols, such as cetyl, oleyl and stearyl alcohols which are practically odorless and stable under all conditions of usage. Stearyl alcohol, although well known to cosmetic manufacturers, is a newcomer to the range of lipoids of interest to soapers. This compound is said to be more stable than cetyl alcohol which, in the commercial form, contains traces of impurities known to promote undesirable rancidity changes. The addition of 1-2 per cent in the soap can be made by milling or mixing and is usually considered to be the maximum economic amount. It is suggested that a small quantity of lipoid would be of value in the production of high grade liquid soaps and as the available waxes are soluble in alcohol they could very simply be incorporated in the soaps. According to all reports, the wax alcohols are preferable to the much cheaper paraffin wax as they give a better texture to the soap, improve its glossiness and also help to fix the perfumes. Altogether, where the price factor permits, soapers will find them exceedingly useful additives.

Asbestos Floats for Abrasive Soaps—The use of asbestos "floats," 150-200 mesh, for special abrasive soaps intended for cleaning domestic utensils appears to be worthy of some consideration. The asbestos has a smooth abrasive action and can be incorporated easily in the soap. One European manufacturer who has tried it out reports that it is used best in conjunction with feldspar or some other cutting abrasive and when the soap is prepared properly it does not scar the surface of aluminum and enamel utensils. The only danger seems to lie in the fact that asbestos sometimes may contain traces of iron oxide which is liable to cause discoloration of the soap. In any case, only chrysotile is suitable for use; the blue asbestos, besides causing the soap to be rather mottled, contains a relatively high percentage of iron.

Use of Steel in the Plant—A good deal of attention is now being given to the choice of steel for soap making plants. Apart from the use of nickel-clad steel for kettles, storage tanks and soap cooling plates, etc., special corrosion resisting steels also are being extensively employed. A well-known English chemical engineer, Mr. Harold Tongue, M.I.Mech.E., Mem.A.S.M.E., A.M.I.Chem.E., in an

authoritative work just published, entitled *A Practical Manual of Chemical Engineering*, states that a suitable corrosion resisting steel for general use in producing high grade soap making plant should comply with the following specifications:

Typical Analysis

Carbon, 0.15 per cent.
Chromium, 16.0-20.0 per cent.
Nickel, 1.5-2.5 per cent.

Mechanical Properties

Yield point (tons per sq. in.) 35-50
Max. stress (tons per sq. in.) 50-60
Elongation (per cent) on 2 ins. 15-25
Reduction of area (per cent) 40-60
Brinell hardness 240-280
Young's modulus of elasticity
(tons per sq. in.) 13,500

Physical Properties

Specific gravity 7.70
Coefficient of thermal expansion 20-
100 deg. 0.0000104
Thermal conductivity (C.G.S. units) 0.040
Electrical resistivity (Microhms per
cm³) 72
Maximum permeability (C.G.S.
units) 210.

Formulas for Shaving Cream

THE Association of American Soap and Glycerine Producers offers some interesting formulas for the production of shaving cream, all of which utilize glycerine. The formulas follow:

ALKYL SULPHATE SHAVING CREAM

Sodium lauryl sulphate	45.90
Water	36.22
Glycerine (95 per cent)	15.75
Stearic acid	2.37
Perfume	0.78

BORIC ACID SHAVING CREAM (U. S. Pat. 2,148,286)

Stearic acid	50
Lanolin	7
Mineral oil	6
Triethanolamine	2
Borax	2
Water	240
Gum tragacanth	0.67-4
Boric acid	1
Glycerine	1.5-7

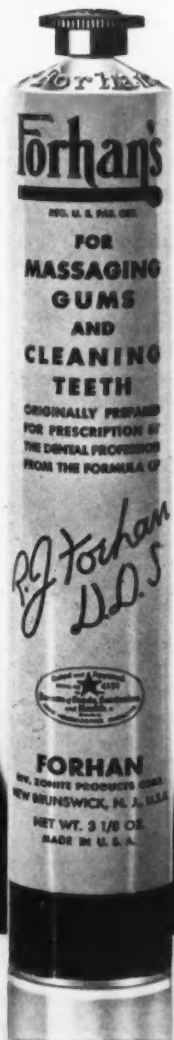
SEMI-SOLID SHAVING CREAM (for packing in jars)

White, amorphous stearin	30.0
Cochin coconut oil (or fatty acids)	8.0
Caustic potash 50° Be	11.5
Caustic soda 38° Be	3.5
Glycerine	4.0
Water	45.0

SHAVING CREAM

Stearic acid	38.0
Coconut oil	10.0
Glycerine	5.0
Caustic potash 50° Be	15.0
Caustic soda 8° Be	30.0
Sulphonated castor oil	2.5

TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of
COLLAPSIBLE
TUBES since
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

New Products and Processes

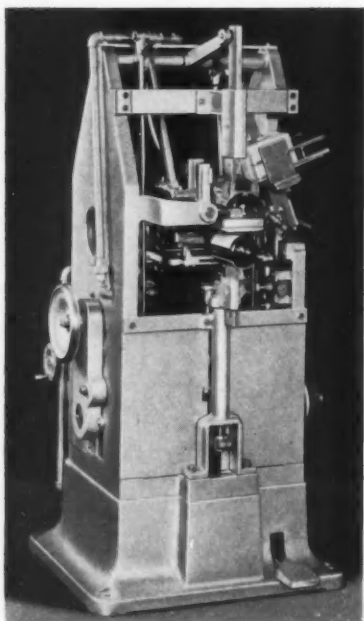
Low Price Spray Units

For light jobs requiring small, inexpensive paint spray equipment, the new Roche single diaphragm paint spray outfit has been designed by the Binks Mfg. Co. The compressor of the new unit delivers 2.2 CFM at 26 lbs. working pressure to a new, specially designed gun which is stated by the manufacturers to handle all kinds of average viscosity paints, enamels, lacquers, insecticides, etc. Further information may be had for the asking, from the Binks Mfg. Co.

New Semi-Automatic Labeler

Labels from postage stamp size up to 4 x 5 in. are applied to bottles of every size and shape from tiny ampoules up to 4 in. diameter with precision and dispatch by the newly designed Model CH semi-automatic labeler recently developed by Economic Machinery Co., Worcester, Mass.

As the picture shows, this new labeler is simple and compact. It has been designed for maximum operating convenience. In most cases, it is stated, removal of a single bolt is all that is necessary to make a change in bottle or label size. The accessibility of the label holder and gum box relative to the bottle rest is pointed out as a desirable factor. As



New World labeler handles variety of sizes

another aid, it is pointed out that the gum applicator is designed to spread the gum over the entire surface of every label, and thus to provide smooth, precise, and skin-tight labeling.

The Model CH takes up only 2½ x 3 ft. of floor space and the capacity ranges from 20 to 60 bottles per minute.

Detailed information is available in an attractive bulletin furnished upon request to the manufacturer.

Aluminum Portable Conveyors

Aluminum portable gravity conveyors for use wherever a conveyor which may be moved readily from one location to another is needed are offered by the Aluminum Ladder Co. The conveyors are made of aluminum alloy so as to get reduced weight without sacrificing strength and durability and are supplied in two types, wheel type and roll type. Wheel type gravity conveyors are supplied in different widths and various rows of wheels to take care of the various width cartons to be conveyed. The roll type gravity conveyors are made for various uses and are convenient for loading trucks and for use as a feeder conveyor from the packing bench to the belt conveyor. The conveyors are available in various lengths. Full information about them, together with printed matter, may be had on application.

New Metal for Closures

Two new pre-finished bonded metals designed to combine the beauty and durability of nickel and chromium with the lightness, strength and workability of aluminum have been introduced by the American Nickeloid Co. under the names of nickel aluminum and chrome aluminum. The metal is suggested for bottle and jar closures and other specialties.

Both metals are formed by a surface of chromium or nickel bonded by an electrolytic process to an aluminum metal base. Extended tests establish the fact, the company states, that the metals may be fabricated with positive assurance that they will not peel. Both metals are claimed to be easily workable dur-

ing the manufacturing process and are resistant to corrosion, rust or tarnish; and they may be bent, stamped or moderately drawn without damage to the permanently bonded coatings which incidentally



Nickel aluminum and chrome aluminum sheets

are guaranteed not to lift or peel from the base metal. Test sheets will be sent to interested manufacturers. The metals are available in bright and satin finishes and in striped, crimped and corrugated patterns offering variety of choice.

Label Adhesive

A general utility adhesive for labeling, wrapper pasting and other gluing operations is offered by Paisley Products, Inc. Paisley adhesive 333 is stated to be a colorless, transparent white paste that is non-staining and non-crystallizing. It has been perfected for both hand and machine operation in bottle labeling, the makers add. It is supplied in another grade also for those who desire an adhesive heavier in body. Further information and a trial sample may be had for the asking.

Water Soluble Cellulose Ether

From Methocel, a water soluble cellulose ether, a superior film-forming material is produced. Coatings manufactured from this material are colorless, odorless, tasteless, transparent and stable to heat and light according to the Dow Chemical Co. The properties of this interesting material seem to forecast unusual possibilities as an agent for dispersing, thickening, emulsifying, sizing and coating. Its applications to the cos-

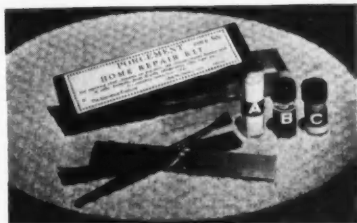
metic field as a thickening agent, its utility in preparation of pastes, sizes, for thickening aqueous dispersions of casein and rubber latex and as a medium for grinding and dispersing pigments, fillers and other paint materials are treated at length in a leaflet prepared by The Dow Chemical Co., which is available on request.

New Detergent

Lamepon, a condensation product of protein derivatives and fatty acids, is offered by the Chemical Marketing Co. It is said to have marked detergent and wetting properties and is described as a water soluble viscous liquid of almost neutral reaction. It is produced in several grades. Full information will be furnished on request.

Enamel Repair Kit

A handy porcement kit for repairing small chip-outs on porcelain and enamel fixtures and objects has been



Kit for repairing chip-outs on porcelain and enamel fixtures

devised by the Eisenstein Products Co. In the three Kimble glass vials labeled A, B and C are Porcement powdered cement, mixing liquid, and Porcetone enamel. The rest of the kit includes a metal spatula, brush, sandpaper, film cover and sticking tape. It is a useful ensemble.

pH Control

With the new Taylor slide comparator, acidity and alkalinity may be accurately expressed and recorded in numerical values, and these values can be duplicated at any time by others with the assurance that uniform conditions are being maintained according to the Wilkens-Anderson Co. By establishing accurate pH control, it is added, yields may be increased, raw materials conserved, production facilitated and rejections eliminated because of the assurance of a uniform product. Further details about the new slide comparators and their application will be forwarded on request.

Catalogs and Developments

Pfaudler's Test Pilots is the subject of an interesting booklet issued by the Pfaudler Co., Rochester, N. Y. By illustration and by chatty informative text, the tests to which Pfaudler equipment is subjected at all stages of manufacture are described. The booklet gives a clear picture of how this equipment is manufactured, the materials used and why they are used. The pilot plant is built like its commercial counterpart on a smaller scale. A copy of the interesting booklet may be obtained.

Department Store Buyer for January is an interesting publication of 64 pages which discusses in a pertinent and informative way a variety of subjects of direct interest to buyers. All told there are 19 articles and features in this convenient pocket size publication, issued monthly by Floyd-Harrison Publishing Co.

A Survey on manufacturers of toilet preparations, soap and cleaning compounds, based on the WPA census, has been issued by the Securities and Exchange Commission. It includes a study of the financial conditions of the following American corporations: Bon Ami Co., Bourjois, Inc., Bristol-Myers Co., Clorox Chemical Co., Colgate-Palmolive-Peet Co., Coty, Inc., Lehn & Fink Products Corp., Plough, Inc., Procter & Gamble Co., Helena Rubinstein, Inc., Vadsco Sales Corp.

Carbide and Carbon Chemicals Corp. announces the publication of a new folder "Cellosolve Solvents," which describes eight "Cellosolve" etherglycols and two "Cellosolve" etherglycol acetates. A convenient table presents their principal properties—boiling points, specific gravities, flash points, toluol or xylene dilution ratios, solubilities in water and hydrocarbons, as well as solvent powers for certain resins.

McGoldrick's Canadian Customs and Excise Tariffs, known as the "Red Book," has just been published in its 48th edition by McMullin Publishers, Ltd., Montreal, Que. Printed in three sections, it contains 1200 pages of information on all matters of customs and excise required by importers and customs brokers. Part I

deals with how values and rates of duty are applied, and general information on invoicing. The second section lists some 25,000 articles with their tariff item numbers and rates of duty. The "group tariff" makes up the third section.

Ffaltz & Bauer, Inc. announces that recent experimental work has increased the scope and application of its Fluorophotometer to permit determinations of Vitamin A, Vitamin C, Nicotinic Acid, Carotene, and Porphyrin. Previously this instrument was used solely for photo-electric fluorescent assays of Vitamin B₁ and Vitamin G. Interested manufacturers are invited to write for complete details on the Fluorophotometer.

Packagers Digest of Stokes & Smith packaging equipment which has been issued by the Stokes & Smith Co. describes and illustrates in a convenient way the various machines made by this company. These include carton filling and sealing machines, filling machines, transwrap packaging machines, bag and envelope fillers and sealers, tight wrapping machines and complete packaging lines. A copy on request.

The 1940 Market Guide for Latin America has been issued by the American Foreign Credit Underwriters Corp. Capital and credit ratings are given in the listings. About 50,000 active buyers, distributors and agents handling American products in Latin American countries are listed.

The Quarterly Journal of Pharmacy & Pharmacology including the transactions of the British Pharmaceutical Conference recently has been published by The Pharmaceutical Press, London. The book contains reprints of the science papers given at the conference, covering a variety of subjects, and the discussions on these papers. It also includes abstracts of papers published in other journals, and lists new remedies. The abstracts are broken down into the following divisions: chemistry, biochemistry, chemotherapy, pharmacognosy, pharmacy, pharmacology and therapeutics, bacteriology and clinical tests. The price of this book, paper cover, is ten shillings.

AMONG OUR FRIENDS

► Otto Utz has been appointed manager of the new Chicago loop office of Rifa-New York, Inc. The new office is



Otto Utz

located at 130 N. State St. and is primarily a sales office where only specialties are carried in stock for the convenience of the mid-west clientele. Announcement of Mr. Utz' appointment was made by Karl Kalmbach of Rifa-New York, who

states that the new office is another step in company's expansion undertaken during the past year.

► Frederick C. Thiele, president of P. R. Dreyer, Inc., New York, N. Y., and Mrs. Thiele are enjoying a vacation in Florida. Mr. Thiele took his golf clubs along to get in practice for the coming matches of the Toilet Goods Association and the BIMS.

► Francis Countway, president of Lever Bros. Co., Cambridge, Mass., and head of the American Soap and Glycerine Producers, Inc., has the distinction of being the highest paid executive in the United States, if not in the world, according to reports on 1938 income tax returns made public early last month.

► J. L. Hindle, president of Standard Synthetics, Inc., New York, N. Y., and of Standard Synthetics, Ltd., London, England, accompanied by his family is enjoying a well earned vacation in Miami Beach, Fla. Mr. Hindle reports that his British company has had a record year. Mr. Hindle and his family now live in East Orange, N. J.

► D. K. Snow, former chemist for Mmc. Huntingford, Inc., has joined the staff of Helfrich Laboratories, Inc., of Chicago. Mr. Snow was graduated from the University of Chicago with a bachelor's degree, majoring in physiology and pharmacology. He then received his master's degree from the same university, specializing in organic dyes. He continued his studies at Harvard under Dr. Fieser. With this background Mr. Snow is well qualified to handle the manufacturing of cosmetics for Helfrich Laboratories and the problems in connection with the Food, Drug and Cosmetic Act.

► Dr. Alexander Katz of Florasynth Laboratories, Los Angeles, Cal., was a

recent visitor to the home office and to the trade in New York, N. Y., following a trip to Mexico. While in Mexico he visited Papanla and flew from there to Mexico City to visit the company's plant there. Dr. Katz is a member of the United Air Lines 100,000 mile club but has actually flown over this and other lines a total of more than 120,000 miles.

► Mrs. Sally Hanson of the House of Hollywood, Los Angeles, Cal., has been visiting the trade in the metropolitan territory. Mrs. Hanson was accompanied by her husband, Dr. Hans Hanson, a Hollywood, Cal., physician.

► Louis A. Rosett, president of Florasynth Laboratories, New York, N. Y., has been inspecting the company's plant in Mexico City, Mexico.

► Solon Palmer is the new director of sales for Solon Palmer, New York, N. Y. He is the fourth generation active in the business, and has been associated with the sales division for seven years. Marcel Foy is the new sales manager for Solon Palmer.

► G. Warren Heath has been appointed foreign sales manager for Don Juan, Inc., New York, N. Y. He was formerly associated with the Mennen Co. and the Kolynos Co. as assistant foreign sales manager and with Richard Hudnut Inc. as far eastern sales director.

► John H. Barton who has been associated with the National Oil Products Co., Harrison, N. J., for twenty years has resigned as president of the company effective March 1.

► Ray Schlotterer, secretary of the Drug, Chemical and Allied Trades Section of the New York Board of Trade,



Ray Schlotterer

has been elected secretary of the Federal Wholesale Druggists Association with offices at 147 Nassau St. New York, N. Y. Mr. Schlotterer was graduated from Princeton University specializing in chemistry and subsequently did post graduate work in economics at Columbia University. In the ten years that he has been secretary of the Drug, Chemical and Allied Trades Section, the affairs of that useful organization have thrived,

due in large measure to his marked executive ability. He will continue to serve as secretary and may be reached at the section offices, 41 Park Row, or at the offices of the F.W.D.A. He will also continue to serve the Essential Oil Dealers Assn. of the U. S. A.

► James S. Adams has been elected executive vice-president of the Colgate-Palmolive-Peet Co., Jersey City, N. J.



James S. Adams

During the past six years Mr. Adams has been executive vice-president of Benton & Bowles, Inc. In that capacity he directed the agency's work on the Colgate-Palmolive-Peet Co.'s national advertising. Prior to joining Benton & Bowles, Mr. Adams was for six years vice-president and assistant to the president of the Johns-Manville Corp. He left the George L. Dyer advertising agency to join Johns-Manville at the time Theodore Merseles and Lewis H. Brown took over the management of the latter corporation. Mr. Adams was born in Brazil, Ind., 42 years ago, attended the University of Indiana, and served as a flying officer in the U. S. Air Service during the World War.

► John Kiehl is now serving as perfumer for the Colgate-Palmolive-Peet Co., Jersey City, N. J., in the absence of Maurice A. Meunier with whom he has been associated for several years. Mr. Meunier has been granted a leave of absence for the duration of the war in order to serve with the French embassy.

► Harold Sherwood, president of the Sherwood Petroleum Co., and Mrs. Sherwood, accompanied by their daughter, Joan, and their son, Kenneth, are enjoying a vacation at present in Miami, Fla. The trip was made by boat but as Mr. Sherwood is an enthusiastic motorist, his car was taken along so that the interesting places of the state might be visited.

► Lee Renner of the Glass Products Co., Vineland, N. J., who has been seriously ill, is reported to be much improved and well on the road to recovery.

► James Grayson Luttrell, vice-president of McCormick and Co., Inc., Baltimore, Md., recently was appointed a member of the Board of Tea Experts by the Secretary of Agriculture, Henry A. Wallace. This group, a national

HAND LOTION

guardian of gracious hands

chosen by a critical eye



...pleads for preference by the charm of its package. "To gild refined gold"...to convey the message of loveliness through the medium of a glass container is our accustomed art. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

Complete Packaging Service

GLASS CONTAINERS — CLOSURES — SHIPPING CARTONS

board, is responsible for setting the standards for the coming year for the 87,000,000 pounds of tea imported annually into the United States.

▶ William H. Barlow who joined the Orbis Products Corp. last July has been appointed director of the perfume research laboratory which the company has just completed. He will be in charge of all perfume research and compounding. Mr. Barlow has been associated with the essential oil industry for 25 years as a perfume and essential



William Barlow

oil chemist. In 1922 he gained international prominence by winning a cash prize of \$1500 for a perfume formula submitted in an international perfume contest conducted by *The American Perfumer* on behalf of one of the larger toilet goods manufacturers.

▶ Dr. Justin L. Powers, professor of pharmacy at the University of Michigan School of Pharmacy, has been appointed chairman of the National Formulary committee for the decade starting this year.

▶ Lester W. Jones, purchasing agent and member of the board of directors of McCormick and Co., Baltimore, Md., has been elected a second vice-president of the Baltimore Drug Exchange.

▶ C. P. Gulick, chairman of the board of the National Oil Products Co., Harrison, N. J., has been appointed vice-chairman of the important Industrial Practices Committee of the National Association of Manufacturers.

▶ J. Leonard Smith, who has been with the Mennen Co., Newark, N. J., for the last decade, has been appointed assistant sales manager.

▶ Theodore C. Strong, formerly president of Strong, Cobb & Co., Cleveland, Ohio, has joined the advertising agency of Ivey & Ellington, Philadelphia, Pa., as vice president.

▶ Edwin P. Agnew, past chairman of the Drug, Cosmetic and Chemical Credit Men's Association, who is associated with the Heyden Chemical Co., is critically ill with pneumonia.

▶ Albert Kroneman, son of Joel Krone-man, president of the Victor Metal Products Corp., Brooklyn, N. Y., who

is a student at New York University Law School is a member of the staff of the N. Y. U. Law Review. Mr. Krone-man is an alumnus of Lafayette College and he also did post graduate work at Harvard University.

▶ S. H. Ebert of the Interstate Color Co. is enjoying a visit with his son, William Harvey Ebert, in Coral Gables, Fla. While there he had the pleasure of seeing his granddaughter, Carol. The trip was made by automobile and included a trip by clipper plane to Havana, Cuba, where Mr. Ebert called on agencies of the company there.

▶ Mrs. Constance Huhn, daughter of the late George W. Luft, who was recently elected president of the George W. Luft Co., Long Island City, N. Y., brings to her new task broad practical experience gained as assistant to her father for years and also as an officer of two subsidiary companies.

▶ Charles P. Gulick, chairman of the board of the National Oil Products Co., Harrison, N. J., has been elected president of the Manufacturer's Club of West Hudson County, N. J.

▶ Arthur E. Ury, who has been a member of the advertising staff of Owens-Illinois Glass Co. for several years has been transferred to the company's merchandising division. He will serve as assistant to Howard A. Trumbull, merchandising manager. Walter D. Plummer, of the advertising division will take over Mr. Ury's former duties.

▶ A. S. Johnson, formerly of Barbara Bates, has joined Sales Affiliates, New York, N. Y., as assistant to George Baylan in the New England territory.

▶ Roland L. Pearman of Richmond, Va., is now covering the Virginia, Pennsylvania, Maryland and District of Columbia territories for Sales Affiliates, New York, N. Y.

▶ W. A. Long of Self Service Stores, Independence, Kan., was awarded the first prize of \$50 for the best merchandising ideas tying in with Sayman's soap national advertising. Second prize went to B. B. Alexander, Zumsteg Brothers, Memphis, Mo. There were 15 other prizes. The W. T. Sayman Co. has been most successful in its recent sales promotions, the advertising of which is handled by the Gardner Advertising Agency.

▶ Turner Currens of the Norwich Pharmacal Co., chairman of the publicity committee for the annual Drug, Chemical and Allied Trades Section of the

New York Board of Trade, Inc., last year, is unable to serve in that capacity this year due to his absence in California. P. Wesley-Combs, Jr., has taken over as chairman of the committee and with his usual enterprise has organized a strong committee to carry throughout the allied industries the news of the fifteenth annual banquet to be held March 14.

▶ James P. McGovern, general counsel for the Industrial Alcohol Institute, sounded the valedictory of that useful



Col. J. P. McGovern

body which has been discontinued, in an eloquent bulletin sent to the trade. "It is inconceivable," he said in part, "that producers of industrial alcohol would fail to lend their individual support to any effort responsive to the call; and it now appears to be the time when the users of that commodity must assume the responsibility."

▶ Breckenridge Jones has been appointed assistant sales manager of the Colgate-Palmolive-Peet Co., Jersey City, N. J. He was formerly associated with the Procter & Gamble Co.

▶ C. C. Conway has resigned as chairman of the executive committee of the Continental Can Co., New York, N. Y., but will continue as chairman of the board of directors. O. C. Huffman has resigned as president and has been elected president of the executive committee, and J. F. Hartlieb has been elected president.

▶ Francis P. Garvan, Jr., has been elected president of the Chemical Foundation Inc., New York, N. Y. His distinguished father was president of the Foundation from its inception until his death in 1937. Mr. Garvan is an alumnus of Yale University and the Georgetown University Law School.

▶ S. Bayard Colgate, chairman of the board for Colgate-Palmolive-Peet Co., Jersey City, N. J., addressed the recent Congress of Industry sponsored by the National Association of Manufacturers in New York, N. Y. In his speech, he said it was necessary to educate the public, particularly the youth of the country, regarding the American system of private enterprise as a means of safeguarding the future of American industry.



"Painting the Throat"
From T. F. Healey's Collection of Old Prints



USE U.S.I. ALCOHOL IN YOUR MOUTHWASH

MOUTHWASHES described as "antiseptic" must be germicidal in a short time—but turnover on dealers' shelves depends largely on taste.

U.S.I. ethyl alcohol helps you satisfy both of these demands.

Because it is *full strength*, U.S.I. alcohol aids the action of oral antiseptics in two important ways. First, by its own recognized germicidal properties. Second, by decreasing the surface tension of the liquid, allowing it to penetrate blind spots where bacteria and decaying foodstuffs may be embedded.

The pleasant taste that consumers demand is easier to provide *and hold* when you use

U.S.I. alcohol in your mouthwash. U.S.I. alcohol has no foreign taste and is free from impurities that might destroy your flavoring ingredients.

Try this way of improving your mouthwash and its consumer acceptance. Specify U.S.I. alcohol for your product.

U.S. INDUSTRIAL CHEMICALS, INC.
60 EAST 42nd STREET, NEW YORK, N. Y.

A Subsidiary of U.S. Industrial Alcohol Co. • Branches in All Principal Cities



NEWS and EVENTS

Toilet Goods Assn. convention May 14, 15 and 16

The annual meeting of the Toilet Goods Association will be held in a leading hotel in New York, N. Y., May 14, 15 and 16. LeRoy Root is chairman of the entertainment committee.

New drug for dental decay also fine cleansing agent

Highly satisfactory results in the treatment of dental decay have been produced by zephiram, a new drug produced by Prof. Gerhard Domagk of Germany, 1939 Nobel prize winner and discoverer of sulfanilamide, it was disclosed at the Philadelphia County Dental Society January 31. Zephiram is said to be a powerful germ killer as well as a fine cleansing agent but is relatively harmless to the hard and soft tissues of the oral cavity. It was also reported that the internal use of sulfanilamide was beneficial in the treatment of gingivitis and trench mouth.

One United States ship engaged in whaling

The present whaling season which ends March 7 saw one United States ship at the whaling grounds in the Antarctic. The S. S. Ulysses, a factory reduction vessel, and nine Norwegian killer ships under its aegis made up the American representation.

Door to door sellers benefit by Supreme Court rulings

Local restrictions on the distribution of merchandise were invalidated by the U. S. Supreme Court in three cases handed down in December. Town ordinances prohibited the sale of periodicals from door to door without first obtaining a police license and others prohibited the distribution of handbills. The decisions are in line with other decisions prohibiting interference by local areas with interstate commerce.

Dentifrice storm raised by Pepsodent copy

Advertising of the Pepsodent Co. with the headline "Pepsodent Alone Now has American Dental Association Seal of Acceptance" with a smaller qualifying statement "Of all leading denti-

frices" and a line at the bottom stating "This advertisement has been approved by the ADA council on dental therapeutics" has created a storm of protest. It appears that Pepsodent has the ADA seal for all of its products: paste, powder and liquid dentifrice. The most recent ADA list of approved dentifrices lists 52 products of 25 manufacturers. Companies and brands which used the seal in the past but had it taken away for various reasons were Iodent, Colgate, Squibb, Pebecco, Calox and Vince. No investigation of products is made by the ADA unless application is made. Ipana and Forhans never made applications. Kolynos and other companies on the list plan to feature the ADA seal as soon as advertising is prepared.

National Consumer Conference in Columbia, Mo., April 1-3

The second annual National Consumer Conference will be held at Columbia, Mo., April 1-3 under the sponsorship of the Institute for Consumer Education. Making consumer education effective will be the theme of the three-day meeting. It is planned to utilize the radio in a campaign for consumer education next autumn.

English firm joins Kolmar Laboratories

Kolmar Laboratories of Milwaukee and Newark, N. J., and Beauty Parlor Supplies Inc. of London have become affiliated according to an announcement by Lessing L. Kole, president of Kolmar

and Thomas Girdwood Macfie of the British firm. High pressure air rouge and powder making machinery controlled by Kolmar will be made available to the British concern. Kolmar will also acquire an interest in the company. Technical information will be exchanged. Major Macfie won the distinguished service military cross in the World War. He is now in the U. S. conferring with Lessing Kole.

Concentrated cosmetics offered by Vita Pact Co.

A new line of cosmetic concentrates for ten facial and skin lotions and creams is to be featured by the Vita Pact Co., St. Louis, Mo. The new line is said to be the first concentrated cosmetic line to be marketed and is the result of three years of research under the direction of M. Denby. Added to water the concentrates produce conventional quantities of cosmetics in one quarter and half pound units. An assortment of ten packages is offered for 89 cents.

Now over 4,800 super markets with sales of 1 1/4 billions

A recent analysis of 500 super markets reveals that 25 per cent now handle cosmetics; 83 per cent facial tissues and 20 per cent drugs according to M. M. Zimmerman in a lecture before the Poor Richard Club of Philadelphia, Jan. 16. Pure accident and the exigencies of the times were responsible for the appearance of the super market in 1936. Introduced solely as an emergency measure to reduce clerk hire the absence of any form of service caught the public fancy and shortly brought about a new distribution channel out of improvised shops in garages, old warehouses, etc. There are now 4,800 super markets exclusive of corporate chains. The 1939 volume is computed to have been over one and a quarter billion dollars.

Revlon promotes polish and lipstick—budget up 40 per cent

The Revlon Nail Enamel Corp., New York, N. Y., which since its inception in 1933 has promoted its polish as an accessory for fashionable women rather than as a beauty aid, has planned a six months' advertising campaign 40 per cent larger than that of 1939. Color



Major T. G. Macfie consults with Lessing Kole

COLLAPSIBLE TUBES

METAL CAN SPOUTS

MORE OF YOUR PRODUCT can be stocked by retailers when you package it in tubes. What's more, they will *have* to carry more of your product because of increased demand. Make your product easier to use—just a slight squeeze gives the desired amount. Make it a repeat seller by offering consumers a tube that can be rolled and bent without danger of breakage.

Remember—we are also headquarters for METAL CAN SPOUTS.

A D A T E :

MARCH 14th, AT THE WALDORF-ASTORIA, NEW YORK CITY, ANNUAL DRUG, CHEMICAL AND ALLIED TRADES BANQUET.

WHITE METAL MANUFACTURING CO.

Chicago Office
Charles A. Rindell, Inc.
64 West Randolph St.

HOBOKEN, NEW JERSEY

Detroit Office
R. M. Stevenson
506 Donovan Bldg.

will be used. The new Revlon lipstick will be promoted along with the polish to keep lips and nails fashionably in tune with leading colors.

Companies doing largest business are biggest advertisers

Leading magazine, radio and farm paper advertisers in 1939 were: Procter & Gamble Co., \$11,229,332; General Foods Corp., \$7,339,172; General Motors Corp., \$7,211,520; Lever Brothers Co., \$4,838,365; Colgate-Palmolive-Peet Co., \$4,765,276; American Tobacco Co., \$4,516,338; Sterling Products Co., \$4,431,406; Campbell Soup Co., \$4,363,518; Chrysler Corp., \$4,353,294; and R. J. Reynolds Co., \$4,176,873. It is significant that the three companies which do 80 per cent of the soap business are given in the above list among the ten largest advertisers. The Procter & Gamble Co. which does about 40 per cent of the business was the largest.

California Cosmetic Assn. display March 26

The display by associate members of the California Cosmetic Association is to be held in the Wilshire Bowl, March 26. Last year the theme was Hawaiian oils and this year the Gay Nineties will be the theme.

Memphis cosmetic concern sold to Victor Brog

The Lucky Mon-Gol Co., Inc., Memphis, Tenn., has been sold to Victor Brog and is now under his management. Frank J. Cianciolo has severed his connection with the company. The company manufactures cosmetics, medicines, extracts and sundries.

Hormones useful for diseases of mouth

Preparations of hormones were stated to be useful in fighting diseases of the mouth when applied in the same way that cold cream is put on the face by Dr. Daniel E. Ziskin of the Columbia University School of Dental and Oral

Surgery. The use of hormones on the gums or other oral membranes he stated strengthens the outer layer of tissue, permitting a healing process to take place. The new method does not promise to be a cure for tooth decay since gum disorders are not necessarily either the cause or the effect of disease of the teeth.

Mennen Co. all-time high sales record in 1939

The Mennen Co. reports an all-time high record for sales in 1939. A promotional budget with an 82 per cent increase in its men's line and 23 per cent increase in its baby product division has been announced. It is also stated that the first large scale consumer advertising of Quinsana, an athlete's foot remedy launched last year, will be undertaken.

Perfume that deodorizes featured in contest

Parfums L'Orle, Inc., New York, N. Y., will feature L'Orle Parfum L'Odorante, "perfume that deodorizes" with a contest among beauty shop employees all over the country offering \$2,000 in cash for the 55 best reasons why the product is recommended to customers.

Largest paper box plant for W. C. Ritchie and Company

Announcement of a \$250,000 addition to the plant of W. C. Ritchie and Company, Chicago, has been made by R. H. Ritchie, president and son of the founder of the 74-year-old packaging firm.

To adjoin the present buildings, the new three-story structure, as shown in the architect's drawing, will comprise 80,000 sq. ft. General offices and display room on the second floor will occupy approximately 9,000 sq. ft. and the remainder will be used largely for the manufacture of set-up paper boxes, fiber cans and transparent packages. Modern fireproof construction will be used throughout. The entrance will be at the northwest corner of the building where a reception room will be located on the first floor. Continuous steel win-

dows of the factory sash type will be employed for the maximum amount of light. Ground is to be broken early this month and construction completed around June 15.

One of the oldest and largest of American boxmakers, Ritchie has reported 1939 sales at an all-time high, necessitating increased facilities. Transparent packages, added to the Ritchie line a year ago, have contributed both to the increased volume and the necessity for plant enlargement, according to company officials. With the completion of this addition, a total of 255,000 sq. ft. will be occupied by the company's buildings.

Pennsylvania Refining Co. opens Jersey City branch

In order to better serve Eastern markets, the Pennsylvania Refining Co. of Butler, Pa., has opened a branch plant

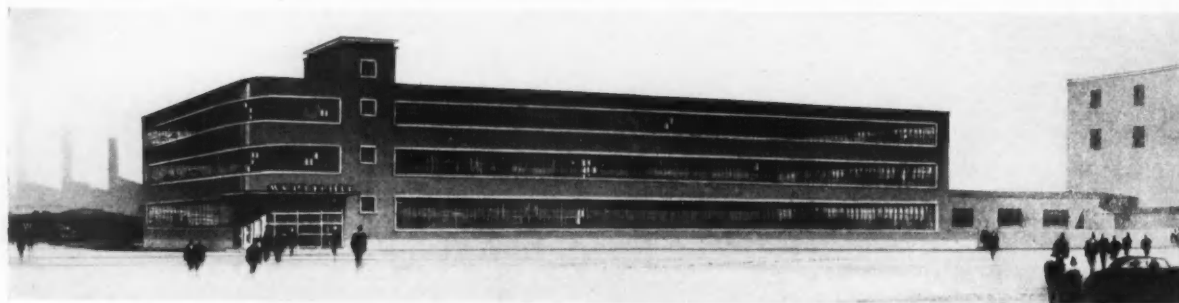
at Jersey City, N. J., and announces the appointment of L. L. Long as manager of the Atlantic division. The new unit, 1 Gates Ave., is conveniently situated for daily truck service throughout the entire metropolitan New York area. In its bulk



Lyman L. Long

storage department, the plant will handle the complete Pennsylvania Refining Co. line of branded and non-branded lubricating oils, greases, dry cleaning and special naphthas, petrolatum, white oils (medicinal and technical) and insecti-sol (base for insecticides) and rubber solvents. Storage tanks and modern machinery for blending and packaging these products have been installed in the plant. The petroleum products will be brought to the new plant from the Pennsylvania Refining Co.'s refineries located in the heart of the Pennsylvania oil fields at Karns City and Titusville, Pa.

As manager of the Atlantic division Mr. Long will be in charge of the



Construction on the \$250,000 addition to W. C. Ritchie and Company, Chicago, leading boxmakers, is scheduled for completion about June 15

STANDARD SYNTHETICS LTD.



Barnes
London-England

THE WORLD'S FINEST OILS
and
RAW MATERIALS
DIRECT TO YOU

From Far East
Oils of Cananga
Lemon Grass — Citronella
Patchouly — Camphor, Etc.

From Europe
Oils of Lavender—Rosemary
Rose — Peppermint
Thyme — Spike, Etc.

Our line of perfume
compounds is com-
plete and offers you
a wide selection.



ROSE 292
A reasonably priced
rose compound with
the appeal and fra-
grance of the natural
rose.

From Messina
"LEONARDO VINCI"
Oils of
Lemon - Bergamot - Orange

From China
Oils of
Aniseed — Cassia

Let us work with you on your
problems. Entrust the selling
fragrance appeal of your prod-
ucts to us.

ESSENTIAL
OILS

TERPENELESS
OILS

AROMATIC
CHEMICALS

PERFUME
BASES

FLAVORS

AMERICAN EXECUTIVE OFFICES

STANDARD SYNTHETICS Inc.

39 WEST 32nd STREET

NEW YORK, N. Y.

BRANCHES and REPRESENTATIVES

Kansas City, Mo.
Philadelphia, Pa.
Boston, Mass.

Cuba
Mexico
South America

Chicago, Ill.
St. Paul, Minn.
Detroit, Mich.



Jersey City plant. For more than 20 years, Mr. Long has been associated in a sales capacity with the Pennsylvania oil industry and is well-known throughout the Greater New York and New Jersey area.

With the opening of the New Jersey plant, the Pennsylvania Refining Co. adds another link to its chain of branches, which includes units in Cleveland, Ohio, Scranton, Pa., Atlanta, Ga., as well as warehouse stocks in New York, Chicago, Detroit, Los Angeles, St. Louis, Boston and Petersburg, Va.

Noxema sales increased 30 per cent in 1939

Noxema Chemical Co., Baltimore, Md., reported a gain of 30 per cent in sales in 1939. The company plans the largest promotion campaign with a larger jar at its established sales price of 19 cents. Promotion of Noxema as a shaving aid is planned in men's publications. A few of the advertisements in general media will feature the multiple uses of the product.

Edward Reynolds of Lorr Laboratories dies in Florida

Edward Reynolds, executive vice-president of Lorr Laboratories, Paterson, N. J., died in Florida February 5.

Absorbine Jr. now major product was once an orphan

Absorbine Jr. which is now a major product was once an orphan in the line of W. F. Young Inc. About 30 years ago the company sold Absorbine, a liniment prescribed for horses. In 1911 H. H. Caswell, now treasurer and general manager read an article on the prevalence of trench foot. A side line "Absorbine Jr." was introduced and the term athlete's foot invented. Now the product is widely known and an advertising budget of half a million dollars for 1940 has been approved.

Procter & Gamble raised wages 39% in ten years

Richard R. Deupree, president of the Procter & Gamble Co., at the 105th profit-sharing meeting of employees stated that in the last ten years the soap company had increased wages 39 per cent and reduced the work-hour week 28 per cent. Mr. Deupree estimated that more than 7,000 employees had received almost \$16,000,000 in dividends on common stock owned by them through the company's profit-sharing plan. Payments last year made a total of \$936,000, he said. The 156,183 shares thus held (out of a total of 6,325,087) have a market value of \$10,600,000, he added.

Although the company's guaranteed-employment plan promised workers forty-eight weeks of employment a year, he said, most departments had provided from fifty to fifty-two weeks annually the last six years.

Kentucky adopts new chain tax

With an old levy invalidated several months ago, the Kentucky legislature has enacted a new law licensing chain stores.

Based on the number of stores operated nationally, the new tax will bring the state \$160,000 a year in revenue, it is hoped. Licenses range from \$25 to \$200 per unit.

Peggy Sage celebrates '39 sales increase of 100 per cent

Peggy Sage supervisors, several of them all the way from Texas and the west coast, gathered in New York after Christmas for the most enthusiastic reunion in the history of the Peggy Sage company. Actually it was a celebration, for Peggy Sage sales for 1939 are over 100 per cent ahead of the preceding twelve months.

During the three-day session, Miss Sage and her supervisors mapped out plans for 1940. Color news fresh off the cables from Miss Sage's Paris salon was reported, and promotions available to leading department stores throughout the country discussed. The first of these will center around a beauty gloves and hand cream promotion, and the Peggy Sage Trillium Set. Sales material includes a handsome fabric book, showing color harmonies worked out in collaboration with the International Silk Guild and Forstman Woolens. New displays were also shown and voted upon.

Chemical impurities disclosed by new freezing test

The presence of impurities in the amount of 0.01 per cent or less can now be detected in any given substance by subjecting it to a freezing test recently perfected by scientists of the National Bureau of Standards, according to the *Oil, Paint & Drug Reporter*.

This sensitive assay is accomplished by freezing the specimen under examination and then comparing its freezing range with that of a similar specimen, frozen under identical conditions, to which a small known concentration of another substance has been added.

An absolutely pure substance is characterized by the fact that it always melts or freezes at precisely the same temperature. When an impure substance freezes, the temperature in most

cases decreases steadily from the time freezing begins until it is completed. The magnitude of the freezing range, or the range of temperatures within which freezing occurs, is an accurate yardstick of the amount of impurities contained in the substance under observation. Knowledge of these facts has enabled bureau scientists to determine the characteristics of any substance not lending itself to the more commonly used method of chemical analysis.

A publication soon to be issued by the bureau will discuss in detail the sources of error generally encountered in freezing techniques formerly used, and will describe the apparatus and methods developed to make the new studies successful.

Chain store tax bill hearings to be held soon

Climaxing a drive launched several years ago by Representative Wright Patman of Texas, the House Ways and Means Committee has agreed to hold hearings in the near future on the Texan's chain store tax bill.

Pond's to continue testimonial copy

Pond's Extract Co., New York, will continue to use testimonial copy in a substantially increased spring campaign. The schedule includes 14 magazines and four magazine groups. Copy will feature testimonials from society leaders and typical high school girls.

Jean Vivaudou Co. takes larger quarters in New York

Jean Vivaudou Co. now is located at 10 West 53rd St., New York, N. Y. Because of increased business the firm found it necessary to move to larger quarters where space four times greater has been taken for factory, showrooms and offices. A large advertising campaign is planned this year.

Cannot claim lotion will accelerate circulation

Casnati Derm-Esthetic Institute, Inc., 75 East 55th St., New York, N. Y., has agreed with the Federal Trade Commission to cease representing that "Fermo-Derm," a skin lotion distributed by it, will draw all clogging substances from the pores, or that it shows the same chemical analysis as the life-giving essential of healthy glands; that it will accelerate circulation or feed the skin or revitalize the supporting tissues until they become charged with youthful virility and reproduce themselves. The corporation also agrees to cease use of the word "Institute" as part of its corporate or trade name.

BOOST SALES



Vials Actual Size

WITH THESE

Glass vials and miniature bottles with patented features, made in original and unique shapes and designs, are our specialty. Ranging in size from the smallest vial in the world holding only a few drops to bottles with a capacity of over two drams, they are all furnished with our patented "Interchangeable Screw-Stopper" which gives an absolutely airtight fit and is easily removed. Stoppers are available in clear flint and colored glass.

Call on us for help in developing a merchandising plan to meet a specific sales problem, or an original miniature bottle or vial for special use. Prices and samples will be sent on request.

The Original "SEALTIGHT" CAPPING MATERIAL

for sealing ground glass-stoppered bottles or vials

- prevents leakage and evaporation
- is colorless and odorless
- can be used for capping bottles and vials
- is not affected by alcohol or ether
- is transparent and easily removed.

Sold in 1 lb. tins at \$2 per lb. Special discount on larger orders. 1 lb. "Sealtight" seals 10-12 gross. (Samples furnished on request.)

MINIATURES!

SPECIAL DESIGNS AND SCREW GLASS STOPPERS PATENTED



Slightly Smaller Than Actual Size

GLASS INDUSTRIES, INC.
10 WEST 33rd STREET — NEW YORK, N. Y.

Manufacturer of Scientific Glass Products
Glass Containers and Specialties

Most drastic food, drug and cosmetic bill in Kentucky

Probably the most drastic state control bill introduced in any state legislature is now being considered by the Kentucky legislature. The number of the Senate bill is 8 and the House bill is 83, both covering the revised food, drug and cosmetic act. An annual permit fee of \$25 is provided. A registration fee of one dollar for each article not to exceed \$100 for any one manufacturer is also included in the bill. Then too there is a fee of \$15 for the examination of products and labels to see whether they comply with the law. The bill has been referred to the committee on public health of both houses.

No state law governing cosmetics in California

It was erroneously reported in the January issue that California has a cosmetic law. There is no law governing the manufacture, sale or distribution of cosmetics in California. There were three amendments introduced in the last session of the California legislature amending the state health and safety code. These three bills covered food, drugs and cosmetics. The food and drug bills were passed by the legislature and signed by the governor. The bill regulating cosmetics was not passed by the legislature. The title, "Division 21 of Health and Safety Code" reads: "Foods, Drugs and Cosmetics." However, the application of the law is only directed to food and drugs. For the last eight years the California Cosmetic Association has worked hard to protect California manufacturers and manufacturers who sell in California from inimical legislation.

Sale of rubbing alcohol limited to wholesale and retail druggists

The sale of rubbing alcohol by manufacturers is limited to wholesale and retail druggists by an amendment to regulations No. 3 of the Bureau of Internal Revenue. When sold by a registered pharmacist he must at the time of sale affix his name and address of the store where the sale is made. Labeling requirements, including the required caution notice, are given in Treasury Decision 4963. Anyone making or offering rubbing alcohol compounds for sale should write for a copy of this decision.

For tax purposes, who is the manufacturer, still unsettled

The famous Maybelline Co. case was scheduled for an appeal to the U. S. Circuit Court of Appeals in Chicago February 6. The case is based on a suit

for refund of taxes on the ground that the company, which had its mascara made for it by a private brand concern, was not the manufacturer and so should not be taxed. The district court upheld this contention. If the ruling is sustained claims for refunds by many manufacturers on the same basis are likely to be made.

Instructions for calculating Canadian sales and excise taxes

A synopsis for the use of collectors of customs and excise in the Dominion of Canada has been issued by the Department of National Revenue. The synopsis which contains very useful instructions concerning the method approved by the Department for the calculation of sales and excise taxes has been issued as bulletin 5 by the Toilet Goods Manufacturers Association of Canada and has been sent to members by A. E. Lavery, of Montreal, executive secretary. The bulletin includes a copy of the circular of the Excise Division of the Department of National Revenue, Ottawa, Canada, No. 782c. The latter may be obtained by writing to the department.

Recent donations to Columbia College of Pharmacy

A. R. Clapham, president of Johnson & Johnson, New Brunswick, N. J., has forwarded a donation from Robert Johnson of \$7,500 toward the sustaining fund of the College of Pharmacy at Columbia University. Dr. J. Leon Lascoff recalled that Mr. Johnson's father, the founder of the company, made the first substantial bequest received by the college thirty years ago. Other recent donations include those from A. J. Bauer, Bilhuber-Knoll Corp., H. Bluestone, V. Chapin Daggett, Dr. Moritz Dittmar, Emerson Drug Co., Adolph Henning, Heyden Chemical Co., Charles Holton, Dr. J. Leon Lascoff, Lehn & Fink Products Corp., S. B. Penick & Co., Progressive Drug Co., Reed & Carnrick, George Simon and Schiefelin & Co.

Spiro powder, cream go under fair trade

Plough, Inc., exclusive distributors of Spiro powder deodorant, announces that by special arrangement with Spiro Powder Co., Niagara Falls, N. Y., trade mark owners, both Spiro powder deodorant and the new Spiro cream deodorant are being placed under fair trade manufacturer-retailer contract in all fair trade states.

The Spiro Powder Co. has decided to adopt the same policy for its products as that followed by Plough, Inc.,

viz. fair trade at full advertised prices.

There will be three sizes of Spiro powder, a 10-cent size, a 29-cent size, and a 49-cent size. The wholesale list on these will be 90 cents on the 10-cent size, \$2.32 on the 29-cent size, and \$3.92 on the 49-cent size.

There will be two sizes of Spiro cream deodorant, a 10-cent size and a 29-cent size, listing respectively at 90 cents and \$2.32. Thus the retailer is assured a minimum profit of 33-1/3 per cent on the selling price.

This price structure follows the theory advocated by Plough, Inc., that when the retail price of an item is reduced the wholesale price should be reduced accordingly so as to insure the dealer his full profit.

For example, when the retail price of St. Joseph Aspirin 36 and 100 was reduced to 20 cents and 35 cents respectively, the wholesale list was also reduced to \$1.60 and \$3.00.

Food and Drug Administration flooded with inquiries

Members of the staff of the Food and Drug Administration worked hard and long to answer the overwhelming torrent of inquiries from manufacturers on various phases and the Administration's interpretation of the Food, Drug and Cosmetic law just before January 1, when the labeling provisions went into effect. Dr. P. B. Dunbar, assistant chief, paid tribute to package manufacturers for their efforts to comply with the provisions prohibiting deceptive containers.

Procter & Gamble plans its largest contest

The largest contest ever attempted on Ivory soap was launched January 21 by the Procter & Gamble Co., Cincinnati, Ohio. For six weeks ten first prizes of Buick sedans and 1,000 gallons of gas and a \$50 credit ticket for accessories and service are being offered each week. Second prizes, numbering 100, of \$10 are also given weekly.

Rose tipped cigarettes for lipstick users

To overcome the repulsion many women feel for cigarettes smeared red by lipstick, Benson & Hedges has brought out a cigarette with a rose colored tip.

McKesson and Dr. West to repeat combination deal

McKesson & Robbins Inc. and Weco Products Co. who teamed up two years ago on a combination deal of Calox tooth powder and Dr. West's tooth brush and sold more than 5,000,000 units are to repeat the merchandising

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- An important new feature is the section, "Chemical, Clinico-Chemical Reactions, Tests and Reagents by the Author's Name" which includes more than 4,500 numbered Tests, Reactions and Reagents.
- In the section on "Coal-Tar Colors for Use in Foods, Drugs and Cosmetics," 113 colors are described.
- The section on "Indicators" covers 126 indicators, and the section on "Minerals" embodies the description, formulas, and percentage composition of 187 minerals.
- Another new section contains formulas for the preparation of Culture Media, Fixatives, and Staining Solutions, comprising a total of 212 formulas and methods of preparation.
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Printed in clear type on English finish paper, bound in black semi-flexible imitation leather covers and stamped in gold.

What Trade and Professional Journals Say about The Merck Index

Brief excerpts from some of the current publications which carried reviews of The Merck Index:

"By reason of the wealth of information contained, The Merck Index will become an important part of every pharmaceutical library."—Drug Trade News.

"This encyclopedia of chemicals and drugs represents the most extensive compilation of this authoritative reference work that has been undertaken since the first edition appeared in 1889."—The Apothecary.

"Considering the price of the book, its contents and its importance, no physician should be without this excellent work."—The New York Physician.

"The fifth edition should now supplant

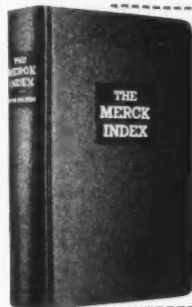
the previous edition which is, or should have been, in the reference library of every prescription room. Every pharmacist will find extensive use for this thesaurus in his professional work; so place it beside your U.S.P., N.F., and Dispensatory where it will be available for instant reference."—Druggists Circular.

"The Merck Index will be a valuable addition to every pharmaceutical library, for it is in fact a condensed, comprehensive and reliable encyclopedia of chemicals and drugs for the chemist, pharmacist, physician and those in allied professions."—Midwestern Druggist.

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plan this year. The combination will be offered at 39 cents instead of 59 cents charged two years ago.

Schanach Marketers organized by J. Schanzenbach

Schanach Marketers has been organized by J. Schanzenbach with offices at 230 West 13th St., New York, N. Y., to deal in machineless pads and lotions. Dr. Felix Hoffmann is in charge of manufacturing.

Essential oil production films being shown across the continent

Dr. Ernest Guenther, chief research chemist of Fritzsche Brothers, Inc., and Joseph Huisking, assistant to F. H. Leonhardt, president of the firm, left New York January 22 to give a series of motion picture showings on the production of essential oils in the Far East. The film is a record of Dr. Guenther's recent round-the-world flight by plane. January 23, Dr. Guenther and Mr. Huisking entertained a large group of friends at the Lord Baltimore Hotel and on January 25 the film was shown at the Mayflower Hotel, Washington, D. C. They entertained a group of friends at the Copley Plaza in Boston January 30, and from there they left for the Pacific Coast, planning to make many stops after showings at Los Angeles and San Francisco. Working their way East, they plan to be back in town early in March and complete their work with stops at Buffalo and Cleveland.

D C A T banquet likely to break all attendance records

The fifteenth annual banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade to be held at the Waldorf-Astoria, New York, N. Y., March 14, is likely to break all attendance records according to the volume of reservations received to date. Ralph E. Dorland will preside at the banquet as chairman of the section. J. J. Toohy is chairman of the reception committee with R. J. Quinn, vice-chairman. Chairmen of sub-committees are: W. Kyle Sheffield, fraternal; B. T. T. Williams, order; A. A. Wasserscheid, room notification; William D. Barry, honor guest; P. Wesley Combs, Jr., publicity.

Chemical Salesmen's Assn. honors retiring president Joseph Wafer

DeWitt W. Thompson of the Mathieson Alkali Works, and Walter Merrill of Joseph Turner & Co. were installed president and vice-president respectively of the Salesmen's Association of the American Chemical Industry at a luncheon meeting in the Chemists Club,

January 23. Other officers installed were C. O. Lind, treasurer; and J. Furman of Merck & Co., secretary. New members of the executive committee are: William Weed, R. P. Gould, and George T. Short. Gifts were presented to the popular retiring president, Joseph Wafer of the industrial chemical sales division, West Virginia Pulp & Paper Co., and to retiring members of the executive committee, James J. Kerrigan, Merck & Co.; and A. A. Wasserscheid of the Mallinckrodt Chemical Works.

Canadian tariff status of essential oil compounds unchanged

The Department of National Revenue of Canada, customs division, refused January 25 to alter its decision concerning the tariff status of mixtures of essential oils containing fixatives. These products will continue to be classified under tariff item No. 711.

Free lectures for graduate pharmacists at Columbia

A free course of lectures to graduate pharmacists on Thursdays beginning March 7 will be given at the Columbia University College of Pharmacy. Prof. Arthur W. Thomas on March 21 will take as his subject "Introduction to Colloids." A list of the lecture subjects may be had by writing to the college.

Babani perfumes to be reintroduced here

A revised line of Babani perfumes made and packed in France will be marketed in the United States after a lapse of some years according to an announcement of M. Babani who is in New York, N. Y., to supervise the sales. First distribution is to be on the West Coast.

Soap company group insures its employees

The Davies Young Soap Co., Dayton, Ohio, has taken out group life insurance for all of its employees in amounts ranging from \$1,000 to \$3,000.

Coty to give bonus to employees of year or more

Weekly bonuses to all employees with Coty Inc. for a year or longer have been announced by the management as a result of the excellent sales made in 1939, the best in many years. Employees receiving a weekly wage up to \$40 will get a bonus of 10 per cent; those earning between \$41 and \$60 will receive 7½ per cent; and those earning more than \$61 will receive 5 per cent. Over 55 per cent of the 609 employees in New York have been with the concern more than five years, and 237 have

been with it more than ten years. The bonus will be given employees in Chicago, San Francisco and Memphis.

Conferences May 13 before U. S. Pharmacopoeia meeting

A series of simultaneous scientific conferences will be held, in the afternoon and in the evening on Monday, May 13, 1940, the day preceding the 1940 Pharmacopoeial Convention. The programs for these Conferences are being developed by the chairmen of Pharmacopoeial sub-committees and advisory boards who will preside at the meetings. Members of the Committee of Revision, the delegates to the convention and all others who are interested are cordially invited to participate.

BIMS of New York honor founder with scroll and clubs

The good fellowship which is characteristic of the BIMS of New York was manifest in many ways at the winter gathering at Dinty Moore's, New York, N. Y., on the evening of January 25. Following a corned beef and cabbage dinner when the whole party was in good spirits, Chairman Martin Schultes outlined the development of the organization from an informal gathering about a decade ago when a few gathered together regularly to play golf and otherwise have an enjoyable time.

At the conclusion of his speech Mr. Schultes was surprised by the presentation of a scroll signed by all present expressing the appreciation and esteem of the group for Mr. Schultes's joy in doing good for others and promoting fellowship. A bag of matched golf clubs was also presented to Mr. Schultes. The presentation was made by Frank Graham. Tribute was also paid to Harry Griffiths for his part in arranging the affair and to William Zimmerman who has done yeoman service for the organization in scores of ways. Door prizes were won by Nicholas Vesta, Jerome D. Condon, Howard Stearns, Hudson Mann and Harry Walters.

Phoenix Metal Cap Co. is celebrating its fiftieth year

The Phoenix Metal Cap Co. is celebrating its fiftieth anniversary this year. The company started as a glass company. The Phoenix cap was first shown at the Chicago World's Fair of 1893



Martin Schultes

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and the continuous drying of lithographed tinplate, which revolutionized the metal decorating industry, was developed in the manufacture of these caps.

Whaling ship transferred to Panamanian registry

The U. S. Maritime Commission recently approved the transfer of the whaling ship, Frango, to Panamanian registry and its conversion into a tanker within a year's time. Owned by the American Whaling Co., New York, N. Y., the ship will be operated by the Frango Corp., whose principal owner is Lars Christensen, Sandefjord, Norway. Mr. Christensen previously tried to have ship transferred as a whaler to Norwegian registry but the Norwegian government declined to accept the boat because it is more than 20 years old.

It is not known how long the ship must be operated as a tanker before it can be returned to whaling operations or what is to be done with the Frango's whaling machinery.

Credit men get good pointers on salesmanship from expert

The mixture of serious purpose with good fellowship which marks the monthly gatherings of the Drug, Cosmetic and Chemical Credit Men's Association reached a new high point at the annual banquet in the Duane Hotel, New York, January 26.

Throughout the dinner, Edward Clarke, comedian, in the guise of the head waiter amused the big party so that at its conclusion, when Chairman Charles Robinson rose, the party was ready for serious matters. First, honor

was paid to Howard Knapp, a charter member, who retired from the Armstrong Cork Co. a year ago after serving half a century with the concern. Similar tribute was also paid to C. N. Brunn, for half a century of service with Parke, Davis & Co. A telegram from Edwin Agnew, former chairman, who is critically ill, was read.

Prof. Robert B. Jenkins of New York University then gave a brief address on the fundamentals of salesmanship. He declared that the present state of civilized development in the United States was due largely to the salesmanship practiced in the past. Salesmanship



Charles Robinson



E. W. Farrell

spreads a higher standard of living, and the salesman has every right to feel proud of his calling. Human nature hasn't changed since the beginning of man. The greatest events of today take place on the basis of emotion. Salesmen can rely on two fundamentals: Human nature hasn't changed and the old technique still holds good. Personality and ideas make up the equipment of the salesman. Personality is the sum total of the impression one makes on another. It may be developed. A salesman can be taught to sell better if he wills to do so. Ideas are mental

pictures and they live, breathe and rule the world. He urged salesmen to be specific and to draw compelling mental ideas, for there is magic in words.

Charles Robinson then declared that the credit manager should assist rather than hinder sales. He also pointed out that the association seeks for its membership only the cream of the credit men in the allied industries served. A rising vote of thanks was then paid to Edward W. Farrell, chairman of the entertainment committee, and to his two associates on the committee, Nat Otto and Edward Kavanagh.

The balance of the evening was given over to excellent entertainment provided by Roy Smeck, Uncle Don of radio fame, and James Lyon as well as other professional entertainers such as Lillian Dell.

Canadian perfumers learn about submarines

The first meeting of the year of the Toronto section of the Canadian Toilet Goods Manufacturers Association at the Royal York hotel January 15 was featured by an address of Lieut. William Carr, vice-president of the Royal Naval Association, who told stories of his experiences in submarines.

Owens-Illinois Glass Co. buys 52-acre factory site

The Owens-Illinois Glass Co. has purchased a 52-acre factory site near Waco, Texas. J. Preston Levis, vice president, stated that the site was acquired in anticipation of the needs of a fast developing market. There are no immediate plans for construction of buildings on the site. The concern has



Part of the gathering at the annual banquet of the Drug, Cosmetic and Chemical Credit Men's Association

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Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit.

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Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

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been established in Texas for many years, having sales offices in Dallas and Houston and warehouses in Houston.

Essential Oil Association elects new officers

More than 70 members of The Essential Oil Association of U.S.A. attended the annual meeting and banquet at the Hotel Warwick, New York, N. Y., January 12.

The annual report was presented by the retiring president, Harry C. Ryland



Charles Fischbeck



V. H. Fischer

of H. C. Ryland, Inc., and the treasurer's report by Robert B. Magnus of Magnus, Mabee & Reynard, Inc., secretary and treasurer of the association. Louis Rapin of Antoine, Chris, chairman of the nominating committee consisting of Michael Lemmermeyer of Aromatic Products and Ivon Budd of Ungerer & Co., presented the following



Robert Magnus



John Montgomery

slate for new officers for the coming year, which was unanimously approved:

President, Charles Fischbeck of P. R. Dreyer, Inc., New York, N. Y.; vice-president, V. H. Fischer of Dodge & Olcott Co., New York, N. Y.; secretary-treasurer, Robert B. Magnus of Magnus, Mabee & Reynard, Inc., New York, N. Y.; and executive committee, John H. Montgomery of Fritzsche Brothers, Inc., New York, N. Y. and Harry C. Ryland of H. C. Ryland, Inc., New York, N. Y.

Leipzig Fair, over 700 years old, to be held March 3-10

Following its regular schedule, the Leipzig Trade Fair will be held from March 3 to 10, 1940. A new building

has been added to the forty-two structures already in use, making available over 4,000,000 sq. ft. of exhibition space. The Spring fair will be the 1983rd session of the historic exchange which has been held without interruption for more than 700 years.

Allied Assn. of Michigan holds first 1940 meeting

The first meeting of 1940 was held by the Allied Drug & Cosmetic Assn. of Michigan at the Fort Shelby Hotel, Detroit, January 30. Albert E. Meder, an attorney who is an authority on labor questions, was the chief speaker.

Now taking census of cosmetic industry

The men who make or sell perfume and cosmetics and the women who use it both come within the scope of the 1940 census. They will enter a two-way relationship with the U. S. Census Bureau, furnishing certain individual information, and in turn receiving useful statistical totals compounded from the reports of millions of persons and firms.

Manufacturers of perfumes, toilet preparations and cosmetics are already being visited by census enumerators, bringing schedules of questions which they will later return to collect when filled out. This work is part of the biennial Census of Manufactures.

The significance of the schedules can best be understood by examining the results of the manufactures inquiry covering the year 1937, in which similar questionnaires were used. Basic queries on production, employment, pay roll and costs remain the same, permitting useful comparisons with previous years. For 1937 value of production was reported under 21 commodity headings. The total for all items, in terms of factory price, was \$132,336,481, an increase of 10.7 per cent from 1935.

Of this sum, perfumes accounted for \$8,480,274. Creams, other than shaving, had a value of \$17,597,261; value of face powder amounted to \$11,286,997; and toilet waters represented \$4,115,019 of the total. Figures are also available for lipstick, rouge, depilatories, soapless and other shampoos, talcum powders, hair dyes, dressings and tonics, face lotions, deodorants, bath salts, manicure preparations and soapless shaving cream. Soap and shaving cream with a soap base are reported under another industry classification.

These figures can serve manufacturers as guides in planning production, and in outlining sales campaigns. Also useful are the statistics on costs of materials, supplies and containers, fuel, and purchased electric energy, employ-

ment and pay roll. The employment figure, for example, could be related to the value of production total to obtain an index of output per worker.

An important addition to the 1940 schedule is a question on expenditures for plant and equipment during 1939, which will measure expansion in the perfume field, and the extent of the market it provides for capital goods.

To get a picture of available channels of distribution for his products, the manufacturer can consult the census of business figures on wholesale and retail operations, currently being collected at the same time as the census of manufacture data for the first time in four years. Suppose a sales manager wished to determine how many salesmen he should assign to a given state. The 1940 census figures will tell him how many drug stores there are in that state, and what were their total sales during 1939 of toilet preparations, toilet articles and soap.

Likewise very important to an understanding of the manufacturers' ultimate market is the data to be collected in the 1940 population census, first in ten years.

The basic facts will be published by late summer or early fall, in ample time for planning for 1941. Special reports, such as the one on the perfume and cosmetics industry, will follow rapidly, date of publication depending to a great extent on the promptness with which all firms make their returns.

Reporting to the Census Bureau is required by law, but the same statute protects those giving the answers disclosure of individual returns, or their use for taxation, investigation or regulation.

New display aid for fair trade manufacturers

The fair trade commission of the Massachusetts State Pharmaceutical Assn. has disclosed plans to extend aid to manufacturers of products sold under fair trade through a new display service, a project expected to deepen the ties of friendship between such manufacturers and retail druggists.

Substantial increase in Plough sales staff

Plough, Inc., Memphis, Tenn., announces the following additions and new assignments in its wholesale and retail selling organization.

McLean Libbey, until recently, eastern division sales manager for the O'Cedar Corp., in the past the operator of his own sales agency and for three years sales manager of the Vadsco Corp., has been appointed division manager in charge of Plough retail sales representatives in Pennsylvania, Maryland,

NEW ELECTRIC DRIVE STAND ELIMINATES DIRT AND NOISE

1. In Sugar Coating Pills and Tablets.
2. In Polishing Pills and Tablets.

Enclosed Master Back geared motor plus direct drive mechanism eliminate all belting and counter-shafts . . . providing absolute cleanliness and quiet operation using copper and galvanized iron pans.



No. 4 Stand With Copper Pan

You get greater stability from stand's extra - wide base. Pans are set at standard angles though, for easy coating and polishing.

Pan equipment is identical in value with nationally-famous Colton Copper Sugar Coating and Galvanized Iron Polishing Pans. Metal thickness is effi-

ciently distributed. Shape is ideal for perfect coating results.

Galvanized Iron Pan as well as Copper Pans are available in all sizes to meet *your* capacity requirements. Interchangeable on new stand. Get complete facts on this amazingly-advanced apparatus. Write today.



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February, 1940 79

Delaware, District of Columbia, Virginia and West Virginia.

Paul S. Hoierman has been appointed division manager in charge of retail sales representatives in an entirely new division including Illinois, Indiana, Ohio, Michigan and St. Louis County, Missouri. Mr. Hoierman was recently associate sales manager of the Acme Cotton Products Co. and from 1929 to 1938 functioned in the marketing division of Bauer & Black.

J. G. Burnham, former division manager of the central division, has been appointed division manager for Missouri, Kansas, Iowa, North and South Dakota, Nebraska, Minnesota and Wisconsin.

D. J. O'Meara has been appointed to serve the Plough wholesale division as representative in the states of Pennsylvania, Maryland, Delaware, and the District of Columbia. Mr. O'Meara was recently sales manager of the Buckeye Stamping Co., Columbus, Ohio, and from 1930 to 1936 was associated with Merz-Mihm Inc. in various capacities, ranging from that of territory salesman up to district manager, eastern sales manager, western sales manager and assistant to the president of the organization.

R. B. McNally, who during the past year has represented Plough's wholesale division in the above territory, has been transferred to the territory of Ohio, Michigan and Indiana where for many years he represented Bauer & Black, and is well known in the trade.

C. S. Caviness, former division manager, becomes representative of the wholesale division in Virginia, West Virginia and Kentucky.

In addition to the above increase and changes in executive personnel, which includes two more wholesale representatives, the Plough retail sales force has been increased by fourteen new men.

Plough, Inc., largely attributes its need for expansion to the cooperation given it by the rapidly increasing number of retail druggists handling Plough products, which are under fair trade at full advertised prices and thus assure the retail druggist a real profit.

Titanium oxide recovered in mud residue of Indian bauxite

Recovery of titanium oxide from the mud residue of India bauxite which is used in the manufacture of alumina-ferrous is reported by the Industrial Research Bureau of the Indian Stores Department.

Only a trace of iron was found in the recovered titanium dioxide which was reported to be 98 to 99 per cent pure. The domestic market price of titanium oxide is 56 rupees per hundredweight

but based on the experimental process, it is 35 rupees per hundredweight.

The report was made by the American Trade Commissioner in Calcutta to the U. S. Department of Commerce.

Essential oil production lecture well attended

More than 320 men and women prominent in the perfumery and cosmetic industries enjoyed an interesting



Dr. Ernest Guenther

and informative colored motion picture lecture by Dr. Ernest S. Guenther at the Hotel New Yorker, New York, N. Y., on the evening of January 16. Adding to his other accomplishments, Dr. Guenther demonstrated his mastery of color motion photography for the pictures were not only informative but beautiful as well. A preliminary survey of the citrus producing regions preceded the exposition of the production of essential oils in the Far East. The purpose of the trips, the lectures and the scientific articles which followed from the skilled pen of Dr. Guenther were explained by Joseph Huisking, following a welcoming address by F. H. Leonhardt, president of Fritzsche Brothers, Inc., which sponsored the lecture.

The underlying purposes of Dr. Guenther's investigations are to find out by personal investigation the best and most reliable sources of essential oil production and to bring back authentic samples made under his own supervision. The lecture was repeated in the following week for the flavor industry.

Cosmetic industry needs more truth in advertising

Drug and cosmetic advertisers have traveled a long way toward their goal of truth in advertising during the past decade, but there is still much to be desired before the government can relax its regulatory activities, it was stated recently by Dr. K. E. Miller, medical adviser to the Federal Trade Commission. He said he believed advertising copy standards would continue to improve and the improvement would be the result of restraints imposed by members of the industry; he indicated his opposition to any more governmental regulation than is necessary.

Urging the larger companies to take the lead in establishing higher standards, he pointed out that the public is

demanding adherence to the truth in advertising. He said that he believed that most advertisers wanted to tell only the truth in their copy, but sometimes they overstepped because of incorrect medical advice or none at all, or because they generalized in their claims for a product. He cited as an example of the latter the manufacturer who knows that his product will relieve a certain ailment. The manufacturer may also learn that a user of the product who had not been able to sleep properly before the ailment was cured, afterwards had no trouble with insomnia. Then the manufacturer often makes the mistake of claiming that his product will aid all persons suffering with insomnia.

Dr. Miller remarked that this type of copy is being curbed, as most firms are finding that the public as well as the FTC looks with disfavor upon it.

Bermuda made perfumes started in 1931 now selling in 30 states

Beginning in 1931 as a one-man business making use of discarded blossoms snipped off by the Bermuda lily bulb growers to make LiLi perfumes, Herbert Scott has developed the business until it now employs 20 full-time technicians in the Bermuda laboratory at Hamilton. Mr. Scott also reports that the perfume is now sold throughout Bermuda and in 30 states of the United States.

In addition to the Easter lily perfume others have been added, such as oleander, jasmin, gardenia and the vine-grown Bermuda passion flower. The odor of the latter is distinctive, and according to a statement by Mr. Scott it took three years of effort to make 600 ounces of the essence. Mrs. Scott, who has collaborated with her husband in developing the business, is a musician and an ardent and experienced horticulturist. Her father, W. Blackburn Smith, is president of the company, which manufactures LiLi and other perfumes from flowers grown in Bermuda. Mr. Scott was graduated from the Massachusetts Institute of Technology as a chemical engineer and is a native of New York, and Mrs. Scott is a Bermudian.

Helena Rubinstein launches lipstick for war activities

Designed for the English trade, Helena Rubinstein Ltd. has introduced a new lipstick in London. It appears in several shades, among them "Regimental Red" which is described as "exactly the same thrilling red as a guardsman's coat."

The new lipstick case is red, black or white enamel, with contrasting ini-

Joseph L. Stummer, B. Sc., Ph. D.

MANUFACTURING AND
CONSULTING CHEMIST

PERSONAL INSTRUCTION
GIVEN TO BUSY EXECUTIVES IN
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BY APPOINTMENT ONLY

23 East 20th Street, New York City

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break sales quotas with **KELTON** lipsticks

Send now for your free samples and find out *why* KELTON long-lasting lipsticks are so popular with women.

Costing no more than ordinary lipsticks, they are available in 100 shades, are made from the purest ingredients obtainable and can be had in any texture from moist to extra dry.

Like other KELTON cosmetics, our lipsticks are merchandised under private brand labels exclusively . . . we do not compete with our customers. KELTON Lipsticks are produced in conformance with existing legal regulations and are completely insured against product liability.

Write now for complete details.

Other KELTON best-sellers include Rouge, Mascara, Eye Shadow, Powder and Cream Rouge, etc.

Kelton Cosmetic Company

43 West 27th Street, New York, N. Y.

West Coast Representative:

Herman Schlobohm Co., 819 Santee Street, Los Angeles, Calif.

—Makers of Private Brands Exclusively

—Our Only Trademark Is The Quality of Our Service.

WAR MATERIALS and perfume **RAW MATERIALS** HAVE ADVANCED IN PRICE

BUT - in perfuming
you can save money by using
DREYER quality substitutes to over-
come the price increase on perfume
raw materials.

BERGAMOT SUBSTITUTE
PATCHOULI SUBSTITUTE
GERANIUM SUBSTITUTE

Write Now For Prices
A Trial Will Convince You

P. R. DREYER Inc.

119 West 19th Street, New York, N. Y.

Also 35 representatives covering principal cities of the United States and Europe.

Made from the world's finest
crude beeswax.
Chemically tested for quality and
purity.
Bleached by sun and air—nature's
own method.

BEEHIVE BRAND
Beeswax

And because of its superior quality
you can use less and still get a
finer finished product. Guaranteed
pure...guaranteed always the same.

Will & Baumer Candle Co., Inc.
Established 1853
SYRACUSE, NEW YORK

Spermaceti Ceresine Yellow Beeswax
Composition Waxes Red Oil Hydriate

tials. It has a three-quarter cap closure.

The shade, Regimental Red, is available also in cream rouge, compact rouge and nail groom. Promotion of these products centers about the war activities of English women, Helena Rubinstein Ltd. pointing out that this color is excellent for wear with war work clothes as well as other costumes.

Sherwood Petroleum Co. celebrates twentieth anniversary

Twenty years of useful service to the cosmetic and allied industries has been completed by the Sherwood Petroleum



Harold Sherwood

Co., Englewood, N. J., which was founded by Harold H. Sherwood, one of the most colorful men in the industry, January 20, 1920. Today the corporation which now does a world-wide business is still under the active direction of Mr.

Sherwood, the president.

After returning from the World War where he won the Croix de Guerre for distinguished bravery under fire in the Argonne forest, Mr. Sherwood determined to go into business for himself. All told he had had about twelve years of experience in selling petrolatum and white oil products. To this knowledge he contributed tremendous energy and capacity for hard work, an almost boyish enthusiasm and marked executive ability. As a result of this equipment and a limited capital, the Sherwood Petroleum Co. came into being in a small loft in Bush Terminal, Brooklyn. Four employees were on hand when the company opened its doors for business back in 1920.

Within a year the company was marketing white oil and petrolatum products under such registered names as Kremol, Medicol, Sherpetco and Shero-line. Under the dynamic leadership of Mr. Sherwood the business grew and had to expand its quarters a number of

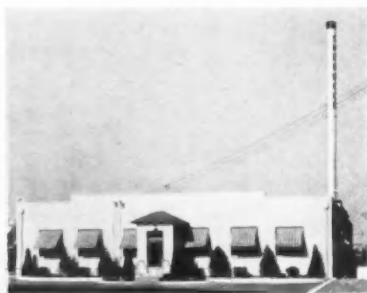
times. At the end of the first decade a further addition of 15,000 sq. ft. was made and at the same time a branch office and factory were established in Chicago under the able direction of Victor L. Roberson. His work was so successful that in 1934 he was called to the main office as vice-president and sales manager.

In 1932 the company acquired its own refinery at Warren, Pa. In February 1938 the company disposed of its insecticide and pyrethrum division. By November of that year the company was installed in its own attractive new plant and office building in Englewood. Here, too, are headquarters of its subsidiaries: Sherwood Petroleum Co., Inc. (La.), the Sherwood Refining Co., Lacquers, Inc., and Standard Aromatics, Inc. Today the organization is made up of over 300 employees including 100 sales agents and representatives. Export sales are handled through its export offices at 35 Water St., New York, N. Y.

Conspiracy to evade FTC orders charged in suit

Charging that Thomsen-King & Co., Chicago, Ill., the Winship Corp., Des Moines, Ia., and the F. W. Fitch Co., Des Moines, Ia., entered into unlawful agreements and conspiracies to render ineffectual the orders and other processes of the Federal Trade Commission, the latter has begun legal proceedings against them. Preliminary injunctions were obtained by the Federal Trade Commission, January 19, in the U. S. District courts against all except the Fitch Co., restraining them from dissemination of advertising in connection with prize contests for promoting the sale of cosmetics.

Allegations in the complaint are that the companies would organize and operate a company under a trade name for dissemination of advertisements with respect to a prize contest to induce the sale of certain cosmetics. When the acts and practices of a particular company would come before the Federal Trade Commission for action, the particular company would in some cases enter into a stipulation with the Commission to cease and desist from the acts and practices then being conducted. After execution of such stipulation the concerns would make no effort to conform their practices to the terms of the stipulation but, instead would either discontinue or dissolve the particular operating company and organize a new company and proceed with substantially similar acts which they had stipulated to discontinue. In other cases in which a complaint had been issued by the Commission, the (Continued on p. 84)



Plant of Sherwood Petroleum Co.

Books to Aid You

YOUR INCOME TAX 1940 Edition, by J. K. Lasser. Simon & Schuster, N. Y. 123 pp., app. and index. Price \$1.00.

The full title of this paper-covered study of the taxes you will have to pay because you earned money in 1939 is: *Your Income Tax—How to Keep It Down*. And it does give you the information you want in the way you, as a layman, want to know it. You are told of every single deduction to which you are entitled. You are shown how to prepare your return quickly and correctly. It tells you how to avoid future assessments, penalties and interest charges.

In short, it's a good 100-to-1 shot that, if you read this book you will either save money or pay no more than you should.

Particular emphasis is placed on the many important changes in the revenue law last year, and the court decisions which were handed down. Lasser devotes a special section to these changes. There were enough of these changes last year to make it particularly important that every taxpayer know what they were.

"We are expected to be as frugal and prudent with our government as we would be with any other creditor," says Lasser in his introduction. Don't go to this book expecting a long and exhaustive treatise on the theory of taxation. The author gives what is necessary, no more and no less. He saves your time, your patience, and probably your money.

FRIENDSHIP IN BUSINESS, by Robert E. Ramsay. The Business Book House. 5¼ x 8 in., 319 pages, 1938. Price \$3.00.

For people in business who recognize the importance of creating good relationships through the medium of letters, and especially for those who want to know the fundamentals for writing of successful letters, this book will prove of interest. It differs from most books on the subject because the author, a pioneer in direct mail activities, endeavors to set forth the principles of good letter writing instead of providing ready made paragraphs. The book which is written in a fresh entertaining style contains practical psychology as it applies to business and business correspondence.

Hand Made Perfume Specialties

Illustrated here are three of our large line of beautiful Crystal glass bottles. No metal touches these exquisite hand made specialties which are fire polished and well annealed.



Write for samples and prices on our standard line; or, if the quantity is large enough, we can make to order many special shapes which we would retain for your needs.

GLASS PRODUCTS CO.

GLASSWARE

VINELAND • NEW JERSEY

**Chemist, factory manager,
perfumer, owner**

ANYONE INTERESTED IN COSMETICS WILL
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Modern Cosmetics

By Francis Chilson . . . \$6.05 postpaid

This edition is virtually a new book—with considerable new material. Modern manufacturing processes described without unnecessary detail. Uses of new materials indicated. Many formulas given for all types of cosmetics except hair dyes.

64 chapters arranged under the following 16 sections: The Skin; Cosmetic Classification; Formulation, Production and Packaging of Cosmetic Powders; Creams and Pastes; Liquids; Make-Up Preparations; Manicure Preparations; Deodorants; Depilatories; Suntan Preparations; Eye Preparations; Miscellaneous Hair Preparations; Bath Preparations; Miscellaneous Cosmetics; Production and Equipment Data; Tables.

Over 70 cosmetic products described, with formulas and manufacturing discussions. Clearly and simply written. 564 pages . . . \$6.05 postpaid.

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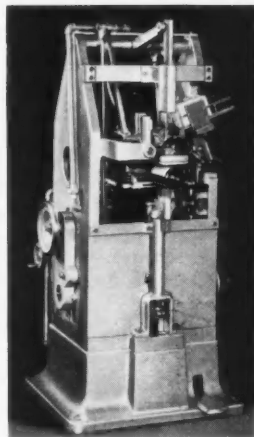
& Essential Oil Review

ANNOUNCING

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WORLD Achievement

The New
Model CH Labeler


Here is a welcome addition to the WORLD famed line of labeling equipment — the Model CH Semi-Automatic—exactly what the doctor ordered for a wide variety of single label applications. Compare this CH WORLD with any other labeler of equal capacity (up to one a second) at anything like as low cost — for simplicity, neatness and precision of application, operating convenience and dependability.



The Model CH WORLD Semi-Automatic Labeler for applying labels from postage stamp size up to 4 x 5" to containers of every size and shape from ampoules up to 4" diameter. An automatic locking device prevents the label pad from receiving a coating of gum in case no label is withdrawn from the magazine.

Ask us to mail you a copy of Bulletin CH-9
containing complete information.

ECONOMIC MACHINERY CO.
WORCESTER - - - MASSACHUSETTS



STOP COMPLAINING!!

~~~~~

ABOUT SLOW DELIVERIES AND UNCERTAIN QUALITY AND HIGH PRICES . . .

IF YOU'D LISTEN TO ME  
AND BUY ALL YOUR RAW  
MATERIALS FROM

## DRURY

IN CHICAGO-

LIFE WOULD BE ROSY FOR YOU  
JUST AS IT IS FOR ME. . . .

February, 1940 83

companies, during the pendency of such proceeding, would complete the particular prize contest involved and then dissolve or discontinue the particular company made dependent in such complaint and either file an admission answer or enter a dilatory contest for the purpose of delay. During the pendency of such proceedings or after a cease and desist order had been issued, the companies would organize new corporations or companies to continue with the identical practices involved.

In furtherance of this plan it was the practice of the companies to frequently change the corporate or trade name used in promoting the sale of such cosmetics, dissolve the existing company, distribute its principal and profits, and transfer its physical properties to a new company designed to take over the operation of the business conducted by the former company. It was further a part of the plan that concerns would employ or designate a new prize manager for each contest and new officers and so-called owners for each new company to continue the prize contest under the new names and with the new personnel.

Among the companies organized, re-organized and discontinued or dissolved under the operation of this plan were the following: Helen Dawn Co., Co-Ed, Inc., Paramount Products Co., Betty White Corp., Paradise Co., Van Dear Products, Ltd., Century Co., Sterling Co., Knight Co., Marena Co., Lorna Gay Co., E. M. Davis Co., Nannette Co., Super-Franklin Co., and others, as well as the present operating corporations, Thomsen-King & Co., Inc., and Winship Corp.

In furtherance of the conspiracy, the F. W. Fitch Co., it is charged, would aid in the selection of so-called owners, officers and prize managers of the prize contest companies and would aid in the financing of some of the prize contest companies and assist such companies to obtain bank and other credit references and other facilities.

The complaint charged, the defendants have sold, through prize contests, to between 104,000 and 234,000 contestants, and the contestants have paid a total of between \$738,000 and \$1,643,000 for cosmetics in the contest.

#### **Cannot claim cosmetic will lighten complexion of negroes**

Apex News and Hair Co., Inc., Atlantic City, N. J., operates schools for beauty culture in different cities and manufactures and sells beauty preparations for members of the colored race. The company has stipulated with the Federal Trade Commission to discontinue advertising that its "Apex Skin Bleach"



Mrs. Robert Whitney and Miss Katherine Wells, models for the fashion show luncheon sponsored recently by Wayside Day Nursery and Mothers Health Centers, two charitable organizations in New York, N. Y., have their make-up applied by Ethyl Hobson, representative of Jacqueline Cochran Cosmetics.

instantly lightens the complexion or brings to the skin new life and color or youthful vitality, and to cease representing that any of its products will correct dandruff, nourish the scalp, or promote a growth of hair. They agreed to cease designating any of its preparations as a hair grower.

#### **Beauty shop owners' convention March 11-14**

The annual convention of the International Beauty Shop Owners will be held in the Hotel Pennsylvania, New York, N. Y., March 11, 12, 13 and 14.

#### **Must not claim ingredients are more costly than competitors**

The Frostilla Co., Elmira, N. Y., has stipulated with the Federal Trade Commission that it will cease representing that ingredients in Frostilla Fragrant Lotion are definitely known to be more costly than those employed in competitive lotions and that competitive lotions in general leave a sticky or gummy residue.

#### **Cannot claim preparation is effective remedy for dandruff**

Veronica Ignatovitch, trading as Madame Vera, Madam Vera, and Mme. Vera, Meigs Building, Bridgeport, Conn., was charged in a complaint issued by the Federal Trade Commission with making misleading representations in the sale of a hair and scalp preparation designated as "Madam Vera Hair Grower Salve."

According to the complaint, Madame

Vera represented that her preparation is a competent and effective remedy for dandruff and falling hair; that it grows new hair; that it has been used successfully by thousands of persons, and that the price at which it is offered for sale is a "special" price, in violation of the Federal Trade Commission Act.

#### **FTC limits claims for ring worm remedy**

The Kenton Pharmacal Co., Covington, Ky., has agreed with the Federal Trade Commission to discontinue advertising that the preparation now designated "A. M. Solution" is competent in treating ringworm, impetigo, eczema, insect bites or other skin irritations, unless the claim is limited to relief of itching and discomfort; that it is adequate for treating any condition of athlete's foot or similar ringworm condition, when such condition is refractory, that is, after the fungus has burrowed into the skin; and that years of research have been devoted to experiments with combinations of drugs to arrive at the formula of "A. M. Solution."

#### **Cannot claim lotion is only new one on market**

The Donnelly Co., St. Louis, Mo., has stipulated with the Federal Trade Commission to stop representing that its "Roll Away Lotion" is the only new and unique skin lotion and the only preparation which rolls off the skin.

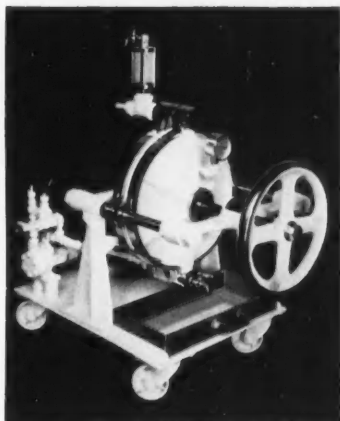
#### **FTC after concerns that make "free" offers of cosmetics**

"Free" offers of cosmetics are being investigated by the Federal Trade Commission. It has issued a complaint against the Middle West Supply Co., Chicago, Ill. In the complaint it is charged that the company addressed postal cards to individuals in various states stating that "This card was addressed to you by your friend so that you can also receive a \$1.00 box of our new 'Velve-Ritz' Face Powder FREE. \* \* \* Just tell us what shade you use and enclose 6 postal cards each addressed to friends of yours who use powder \* \* \* together with a dime for postage, packing and handling \* \* \*." When such offers were accepted by recipients of the cards, the complaint continues, the respondents duplicated the same offer on the backs of the 6 postal cards sent with each dime and mailed them to the addressees, thus establishing an endless chain of prospective customers.

The complaint charges that in a large number of cases no face powder was sent to customers on receipt of their

# ERTEL

EBW  
bench  
model  
filters



MODEL EBW ERTel BENCH MODEL FILTER

## make your work easier . . . . .

With the ERTel EBW Bench Model Filter you don't have to tighten the filter with numerous bolts and wing nuts. Instead, a hand wheel permits the loading of the asbestos filter sheets into the filter by simply turning the wheel.

Three gallons per minute are delivered by the *silent* pump, which can be used as a transfer pump when not filtering.

Write now for further details on the ERTel EBW Bench Model Filter, available in bronze, nickel plated or in hard rubber.

### ERTEL ENGINEERING CORP.

Manufacturers and Designers of Liquid Handling Equipment  
DEPT. F.—44 MILL STREET, KINGSTON, N. Y.

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Just Published - - *new* - - Up-to-the-Minute

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### HOW TO KEEP IT DOWN

1. By knowing each and every deduction to which you are justly entitled.

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YOUR INCOME TAX by J. K. Lasser, C.P.A., covers every Federal income tax requirement and every change of the past two years.

This book includes CHECK LISTS of exemptions and deductions to make sure you overlook nothing to which you are justly entitled. It contains 178 items which you may exclude from your gross income . . . 75 different taxes deductible by an individual . . . 9 types of charitable contributions which have been approved as deductions . . . 225 deductions which may be made if you are engaged in a Trade, Business or Profession.

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## PURER WHITE OILS WITH A PEDIGREE!

# KREMOL

Born of selected pure Pennsylvania crudes, KREMOL is carefully nursed through every stage of the refining process by skilled Sherwood technicians . . . with a background of many years' experience in producing quality white oils. That's why in KREMOL you get a thoroughbred oil, flawlessly matched drop for drop.

For uniform goodness, fine emulsifying quality, and rare purity, use the thoroughbred white oil for your creams and cosmetic preparations. Specify KREMOL!

For Your Pharmaceuticals . . .

## SHEROLATUM

The Improved Petrolatum, U.S.P.

Smooth, long-fibred, Pennsylvania straight run stock, filtered, free from sulphur compounds.

Write for full information on these quality oils to Dept. AP-2

15th Annual Drug, Chemical and Allied Trades Banquet under sponsorship of the Drug, Chemical and Allied Trades Section of the New York Board of Trade is scheduled for Thursday evening, March 14th, at the Waldorf.

## SHERWOOD PETROLEUM COMPANY, Inc.

Refiners of American Medicinal and Technical White Mineral Oils, and U.S.P. and Technical Petrolatums

Englewood

New Jersey

BRANCHES THROUGHOUT THE NATION

## geraniol

PURE

EXTRA

★ Water white and ideal for the perfumer

Samples on request

## SEELEY & COMPANY, Inc.

AROMATIC CHEMICALS

Van Brunt Division, 22 Albany St., New York, N.Y.

## VAN DYK & CO.

Incorporated 1904

MANUFACTURERS OF RAW MATERIAL FOR  
PERFUMING . . . COSMETICS . . . FLAVORING

Executive Offices and Works

57 Wilkinson Ave., Jersey City, N. J.

Los Angeles Office: 1282 Sunset Boulevard

Our monthly magazine, "Progressive Perfumery and Cosmetics", sent free on request.

dimes and that in instances where powder actually was sent, it was not reasonably worth \$1.00 or more than the 10 cents paid by the customer. In cases where the powder actually was sent, and the customer was entitled to a "promptness" prize for sending in the postal cards, the company did not send such prize with the powder, but made a further offer of other so-called "free" merchandise.

#### Donu Edmond launches permanent wave lotion

Donu Edmond introduced his new permanent wave lotion January 15 when he gave a reception for hairdressers, during which he talked on the technique and art of permanent waving. The lotion was developed in the Prana Laboratories and it is said to be free of ammonia and soda.

Mr. Edmond used two types of heads in demonstrating his lotion, both types having had the most difficulty with permanent wave lotion. These were the grey-haired and bleached blonde.

#### Northam Warren sales staff holds 3-day conference

Northam Warren salesmen from all over the country met at the Commodore Hotel, New York, recently for a three-day



Northam Warren

round of conferences, interspersed with entertainment. Among them were Hugh Baty, who covers Texas, Jim Reeves from Missouri and Lou Fremy, manager of the West Coast division, all of whom have been with the company twenty-two years or more.

Mr. Warren congratulated his staff on a successful 1939, and sales manager, Northam Warren, Jr., had discussions for 1940 plans on both Cutex and Olorono. These include an increase in Cutex advertising, with a heavy schedule in both magazines and newspapers, in color as well as black and white.

A trip to Stamford was made to go over the handsome glass-and-steel structure which will house the Northam Warren Corp. late this spring. The outside structure of the building is now nearing completion. When finished it will provide for expanding business to the extent of 70,000 additional square feet of space.

The men returned to New York in time to lunch at the offices of the J. Walter Thompson Co., which handles

Northam Warren advertising. In the afternoon, movies of the cornerstone ceremony for the new building were shown in the agency's lecture hall, and records transcribed the speeches by Mr. Warren, and Gov. Baldwin of Connecticut at the ceremony held November 4th.

After dinner at Janssen's, the convention wound up at "Streets of Paris."

#### Obituaries

##### Charles E. Sutton

Charles E. Sutton, first sales representative for Merck & Co., Rahway, N. J., died in New York, N. Y., January 7 at the age of 64 years. He had been associated with the company for more than 39 years.

##### Zenas Hallett

Zenas D. B. Hallett who had been associated with Harriet Hubbard Ayer, Inc., New York, N. Y., died at his home in Scarsdale, N. Y., recently at the age of 72 years.

##### Frank Gallagher

Frank Gallagher who has been identified with the cosmetic industry for over 20 years died January 12 at his home in New York, N. Y. He had been associated with the United Drug Co. and with Richard Hudnut Inc., but for some years he had been conducting his own business.

##### Mrs. Albert Stasse

Mrs. Albert Stasse, wife of Albert Stasse, proprietor of the Francobel Importing Co., New York, N. Y., died January 15 in Jackson Heights, N. Y., as a result of a cerebral hemorrhage. She is survived by a son Albert, Jr., and Albert Stasse who is well known in the industry for his years of association with importers of bottles.

##### Gustav Brenke

Gustav A. Brenke, pharmacist for the Lambert Pharmacal Co. at St. Louis, Mo., died January 14 after an illness lasting five months, at the age of 74. Mr. Brenke was born in Berlin, Germany, and came to this country when 16 years of age, locating in Chicago, Ill., later graduating at Illinois University school of pharmacy.

He became connected with the Lambert Pharmacal Co. in 1927. He is survived by a widow, one son and two daughters, and one brother, H. G. Brenke, who is now professor of mathematics at the University of Nebraska.

Mr. Brenke's personal files probably contain the greatest collection of for-

mulas for cosmetic and pharmaceutical products to be found in this country.

#### Trade Jottings

Elizabeth Arden's new Harlequin Vanity is a loose powder compact of the snuff-box type. The lid is a golden mask. Inside, there is a mirror, puff and powder sifter.

La Cross' version of "Gone With the Wind" is a nail polish set including two shades of the firm's "Scarlett O'Hara" nail polish, a bottle of nail polish remover, an orange stick, an emery board and a bit of cotton in an attractive pasteboard box, book-shaped.

So Red Rose is the name of the new make-up shade brought out by Charles of the Ritz. Designed for wear with a variety of colors, it is a deep American Beauty red. So Red Rose is available in lipstick, cream rouge and compact rouge.

Kathleen Mary Quinlan has introduced three new travel cases. Specially designed, light-weight containers provide space for traveling accessories. The two larger cases have removable trays for the cosmetics. The covers for the cases are of black simulated snakeskin, baby lizard or calcutta lizard; the lining is a pink fabric, waterproof and washable.

Jacquet, Inc., recently introduced a pullman beauty kit. It is a boxy satchel-like affair of pelican grain with contrasting lining which is spillproof and washable, with an all-around zipper. It contains cleansing and lubricating creams, eye cream, foundation, skin lotion, hand lotion, face powder, lipstick, soap, eye pads, facial tissues and a mirror, each in its own compartment.

Velvet of Roses dry skin cream is the name Barbara Gould, Inc., has given the new cream recently placed on the market. One of the oils used, Attar of Rose, produces the fragrance of the cream which comes in a delicate tea rose pink tint. It is available in two sizes, one and one-half ounces and three ounces.

The range of colors accented by Revlon in fingertips and in lips served as an inspiration for a series of costumes presented at a luncheon recently by Saks Fifth Avenue at the Hotel St. Regis. Shy Pink shades were highlighted in the fashion show. Red Dice, Bravo, Chilibeau were other popular shades which served as accents for costumes.

*The American Perfumer*



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*for greater sales appeal*

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ENGRAVED**

**DIE STAMPING FOR BOXMAKERS**

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(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

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Address.....

City.....

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The rates for advertisements in this section are as follows:  
**Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion.**  
Please send check with copy. Address all communications to  
**THE AMERICAN PERFUMER, 9 East 38th St., New York**

### BUSINESS OPPORTUNITY

Wanted For User: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. Write Box 2331 The American Perfumer.

FOR SALE—1 Used 270-gallon stainless steel jacketed storage tank. Blueprint and price on request. Otto Biefeld Company, Watertown, Wisc.

FOR SALE: Imported from England, cost laid here over \$1,100. Gardner's Mixing, Sifting and Perfuming Face Powder Machine. In fine condition, \$250. Write Box 2342, The American Perfumer.

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## What's Happening Marketwise

**A**FTER displaying some irregularity in December, essential oils and aromatic chemicals turned firmer over the past month. Bergamot, petitgrain, California orange, cananga, tartrates, and phenylpropyl aldehyde all shared in the upward movement.

Demand for oils and chemicals followed practically the same pattern of former years. The interest of the trade in January is usually turned to the taking of inventory and the clearing up of odds and ends from the preceding year.

### Sales Move Upward

Considering the activity that took place in September and October, business generally was said to be quite satisfactory over the past month. Many believed that stocks had been built up to a point where replacements would not be necessary for at least several months but a check on January figures reveals that sales for that period were well ahead of those in the preceding month or January a year ago.

Most aromatic chemicals displayed considerable strength. While comparatively few price movements were noted the trend was upward. There is a growing feeling that by March or April higher prices will prevail on a great many items.

### Trade Speculates on Japan

The expiration of the commercial treaty between Japan and the United States caused considerable speculation in the trade concerning the future trend of a number of articles which are supplied by Japan such as menthol, heliotropin, camphor and the various brown camphor oil derivatives.

While detailed reports are lacking, there is a general feeling that Japan has been withholding safrol from this market in anticipation of securing much better prices for heliotropin when the supply of crude material is

about exhausted in this market. At the moment safrol is commanding \$1 a pound for the limited quantities remaining unsold here whereas only a few years ago the article sold at around 59 cents. In 1933 it was available at below 25 cents a pound. Ionones and citral display considerable strength in keeping with higher costs of lemongrass.

There are no indications of any immediate reaction in eucalyptol. Raw material offerings are conservative in size and continue to show a high cost. Manufacturers reported some gain in deliveries of eugenol. Trade in hydroxycitronellal was moderate. Competitive conditions existed in some directions but quotations failed to show any material change during the month.

Two advances in tartaric acid was accompanied by a fairly brisk demand with manufacturers attributing the upward trend to rising costs of crude material and higher freight rates.

### Some French Oils Unrestricted

With the beginning of the war abroad, France discontinued unrestricted exports of many essential oils and aromatic chemicals, placing them under a license or permit system. Last month advices reaching here from Paris stated that an order which became effective January 12 permits the unrestricted exportation of French perfume oils including rose geranium, lemon, angelica, anise, clove, nutmeg, melissa, and synthetic anethol. Certain oils which continue on the restricted list may be exported without licenses when they are blended into finished perfume products.

The action of most domestic oils proved very interesting over the past month despite the absence of any unusual buying movement in the market. Only limited quantities of wormseed, spearmint or peppermint were offered from the country, and

as a rule, holders were inclined to be very firm in their ideas as to price.

Another development of interest in the domestic oil group was the release of statistics covering the total output of peppermint oil for 1939. The output in the five producing states was reported at 843,000 pounds as against 890,000 pounds in 1938, and an average of 872,000 pounds for the nine years, 1929 to 1937.

### Cananga Prices Higher

Eucalyptus and cananga displayed considerable strength. Spot prices on the latter oil were moved upward in keeping with the firmer reports from the primary market. Only limited quantities of eucalyptus were offered for February-March shipment. The small quantities available in the local market found ready buyers in view of a fair seasonal demand.

With but few exceptions spice oils displayed a firm tone. The supply of caraway is rather conservative on spot. Clove oil remained in a firm position with distillers pointing to a fairly steady movement of stocks into regular consuming channels. No changes were uncovered in mace or nutmeg. Quotations were virtually nominal since only small quantities were obtainable in the open market.

### Tragacanth Shipments Normal

All grades of gum tragacanth were arriving here in a normal way. Very little forward buying has been noted of late since consumers have been following a more conservative course in their operations. The demand while termed normal, was chiefly for small lots for immediate consumption. No official reports have been received on the coming crop.

Henna, gum Arabic, and balsam copaiba turned easier. The decline in gum Arabic was due to substantial quantities arriving here at a time when demand was at a low level. Competition was keen. The willingness on the part of some importers to move goods directly off the dock served to have an unsatisfactory influence on the general tone.

